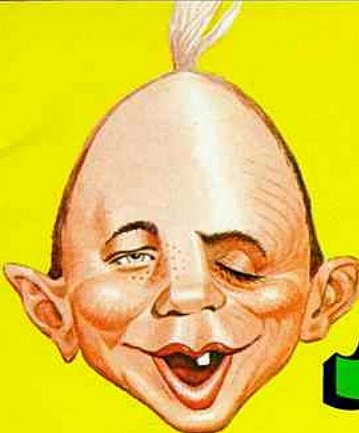


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NO. 258

October 1985

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COMPUTER PROGRAM



...SAME OLD SPIEL-  
(A MAD Movie Satire).....

...MANIA DEPARTMENT

Goons Get The Job Done (A MAD

INITIAL TRACTION DEPART

Famous First Att

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ACADEMY  
AWARDS  
FOR TEEN-  
AGE MOVIES  
Pg. 4

WITH THIS ISSUE: A  
FREE COMPUTER CHIP!



© Jaffee



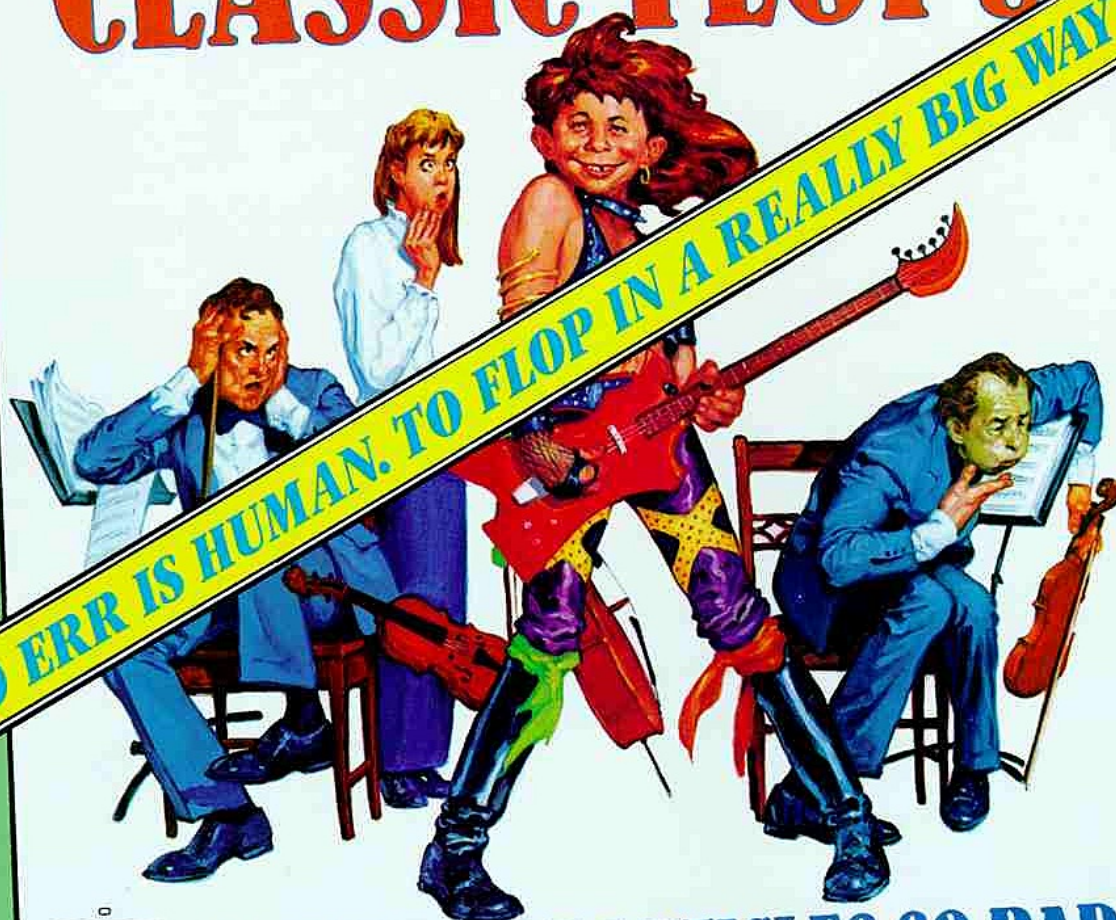
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# MAD

"'Computer errors' are most often caused by computers picking the wrong job applicant to run the computer!"  
—Alfred E. Neuman

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JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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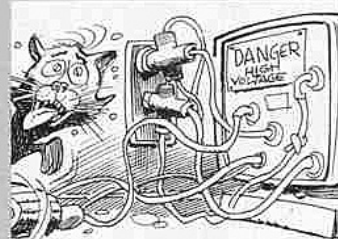
\*\*Various Places Around The Magazine

COVER ARTIST: AL JAFFEE

COVER IDEA: HAROLD DWERTY

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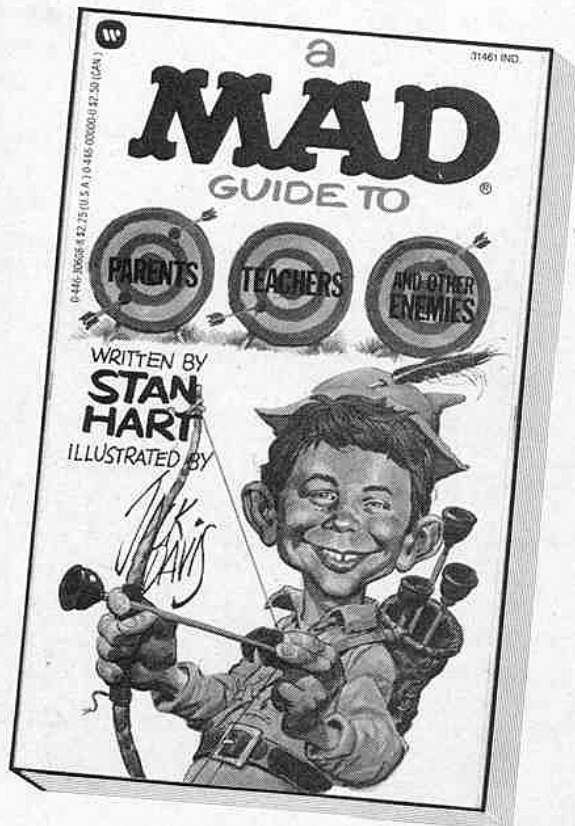
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AWARDS  
FOR TEEN-  
AGE MOVIES  
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## LETTERS AND TOMATOES DEPT.



### "DIE-NASTY"

Not only is "Die-Nasty" the funniest thing I ever read, but it is prophetic as well. How did you know that Fallon would return from the grave? Mort Drucker and Lou Silverstone did a fabulous job.

Tawnee Ryder  
America, USA

I just loved "Die-Nasty." It was "Die"-no-mite!

Jeff Amlotte  
Northridge, CA

### THROWING UP IS HARD TO DO

In "The Potrzebie Maneuver" (MAD #256) you made a slight error. Everybody I know would throw up immediately at the sight of anything with a Smurf, "Hello Kitty" or Care Bear on it! Really—please be more realistic in the future!

Erica Pass  
Hartsdale, NY

In "The Potrzebie Maneuver" you forgot Step Z: If all else fails, buy the record "We Are The World" and listen to it as many times as possible!

David Merrill  
Liverpool, NY

### STILL MORE MAD E.S.P.

Looks like Hershey Foods Corp. decided to cash in on the profound advice of Frank Jacob's "If Advertisers Made Use Of Old Masters" in issue #256!

Joan Blackwell  
Bonn, W. Germany



Guess what candy bar  
he would eat  
if he were around today.



Rich, delicious Skor. Truly a total indulgence.

KING HENRY THE ATE?

## ART AND FLOWERS

You guys outdid yourself on the cover of MAD #256. You made ol' Alfred out to be what he really is—a blooming idiot!

R.J. Clark  
Whetstone, AZ

I got a big kick out of the cover of your July issue. Who's Alfred's decorator??

Andrea Armentor  
Sierra Vista, AZ

Would you believe Lawn Doctor?—Ed.

I actually framed the "miniature abstract painting" on the cover of issue #256 and sold it for \$2,000 dollars! Thanks!

Shelly Kautz  
Youngstown, OH

Congratulations! For serving as our agent, you're entitled to a 10% commission, so we'll expect a check for \$1,800 from you any day now!—Ed.

### "GOETZ" SMARTS

I wore "Mad's Goetz mask" ... and got mugged! Can you send me back the money I lost?

D. Nydam  
Brighton, CO

Sure! As soon as that person who sold our "miniature abstract painting" sends us the check for \$1,800!—Ed.



### A READER RETURNS

Hey you clods! I hadn't picked up MAD since my high school daze in the early '60s. Can't believe that the names haven't changed in your cell block... Gaines, Drucker, Martin, Berg, De Bartolo, Jacobs, Jaffee, Coker, Torres, Aragonese... Now that's what I call being committed! I enjoyed reliving the past so much I thought I'd send you some bail money in exchange for the next 24 issues. One more thing: In order to preserve my old MADs in mint condition I haven't worked the fold-ins at the back. Could you please tell me all the punchlines I've been missing for 25 years?

Steven Leis  
Elbow Lake, MN

THIS PROBLEM HAS BEEN  
BUGGING US FOR YEARS ON AND OFF  
AND WE'LL SOLVE IT SOON!

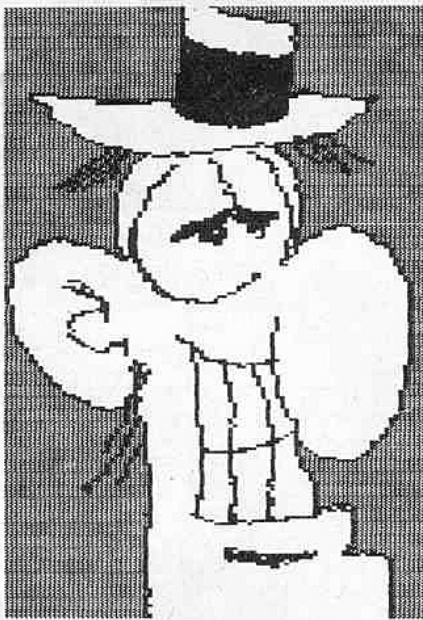
### MAD READERS GOOF-UP

For once, we made a mistake and not one reader spotted it! In issue 256, "The MAD Practical Driving Test" was from an idea suggested by Elizabeth Swain, whom we failed to give credit to. Now, don't you all feel foolish?





ROM MARTIN DEPT.



My computer enjoys your magazine as much as I do! Enjoy the picture.

Rich Brown & computer  
Middletown, NY

Your machine will really get a jolt out of our computer program on page 36!—Ed.

#### A PAT ON THE BACK

I am writing to commend you on the excellent job all of you have done producing MAD. Being a MAD reader for almost six years, I find myself waiting more and more anxiously for the arrival of new issues at the newsstand. The fresh satirical writing and first rate art by your "Usual gang of idiots" is a welcome change and relief from our confused, tension-filled world.

Eddie Geiselhart  
Dayton, OH

#### MORON MAIL

I just love those funny little quips you give at the end of some of the letters in your letters department. After you print my letter will you do the same thing?

John McCann  
St. Louis, Mo

In past years, my two brothers have both had letters printed in MAD. I thought it was time I, too, had a letter published.

Bruce D. Schneider  
Covina, CA

OK! Send us one and we'll be happy to publish it!—Ed.

**Please Address All Correspondence To:**  
**MAD, Dept. 258, 485 MADison Avenue**  
**New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped antelope!

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# MAD'S ACADEMY AWA

Ladies and Gentlemen, welcome to the first award show to honor the "Slob Comedies"—films that entertain by offering gross humor and blatant nudity.

Okay, they're slob films! But they've made some great technical advances!

Here in the girl's locker room of Malibu High, the spiritual center of many teen movies, winners will be selected in each category and receive a "Raunchy."

Yeah! In "Hot Cafeteria Girls" there's full dolby stereo of a Minister barfing into a laundry hamper!

Tom Hulcer! Are you here because you were in the original slob comedy "Manimal House?"

NO! I just got a big money offer to do "Porky Meets Amadeus"!

What? you're going to sink to that level after your brilliance as "Mozart"!



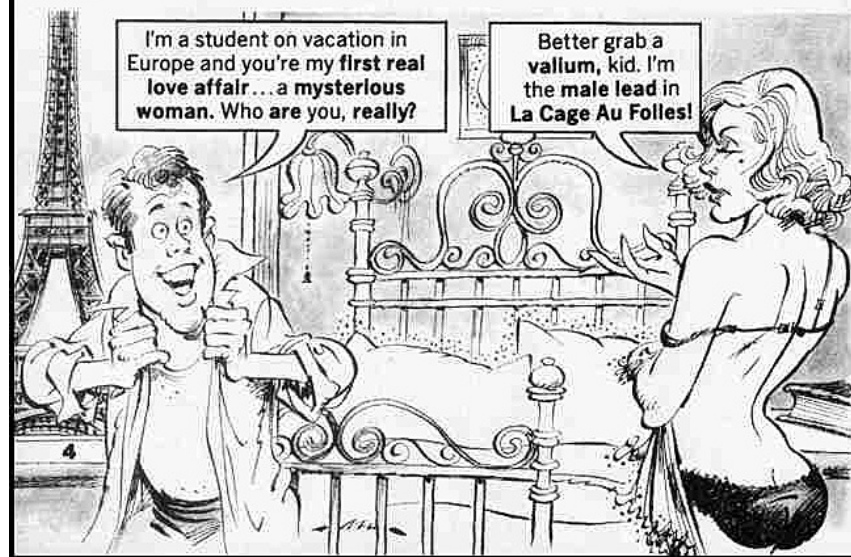
ARTIST: MORT DRUCKER

In the category "Best Losing Your Virginity" scene, the first nominee is the seduction scene from "Getcha"!

The second nominee is from the film "All The Right Movements"!

I'm a student on vacation in Europe and you're my first real love affair... a mysterious woman. Who are you, really?

Better grab a vallum, kid. I'm the male lead in La Cage Au Folles!



Please be gentle, Neil! This is my first time!

Your FIRST?

Well... with a middle linebacker!





# RDS FOR TEENAGE FILMS

The pre-ceremony excitement has been marred by only one "incident"! It was when the cast of "Yuppie Virgins" arrived and the crowd surged towards them. It was the first and only time actors "mooned" their fans!

And now, let's get on with the show!

Mozart died broke! I don't want the same thing to happen to me!

Gosh, I'm so excited! I'm nominated for "Best Moistness In A Wet-T Shirt" scene!

I hear that award is "up for grabs!"

So are the actresses!

I saw every one of the nominated films and I've got a big problem!

What's your problem?

I don't know who to root against!

DRUCKER



WRITER: ARNIE KOGEN

And the winner is the movie "Classless", about a Prep School guy who has an affair with his best friend's Mother!

How was it for you?

I got nauseous! Next time, can we try a bed???

A bed! What a wild and kinky idea!

OPEN ELEVATOR CO.

Accepting the award is the start of the film, Jacqueline Briskette. Congratulations, Jackie!

Thank you. While I love England, only in America could a gross-out film become a high grossing film!







Our next category is: **"Most Outstanding Performance As A Psycho Nut Case."** The first nominee is the spaced-out ski-bum in **"Hot Dawg—The Movie."**

Meet **Squirrel Morphine**, the most zonked-out guy on skis.

Watch those moguls, man! These Swiss Alps have some pretty radical turns.

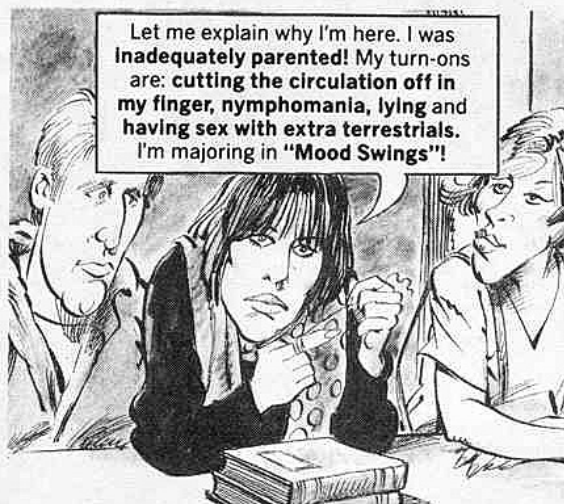
These aren't the Alps. This is **Squaw Valley, California!**

Wow! Does that mean my lift ticket is invalid?



The second nominee is **Ally Cheaty**, for her portrayal of a creepo, loner student in **"The Breakfast Bunch."**

Let me explain why I'm here. I was **inadequately parented!** My turn-ons are: **cutting the circulation off in my finger, nymphomania, lying and having sex with extra terrestrials.** I'm majoring in **"Mood Swings!"**

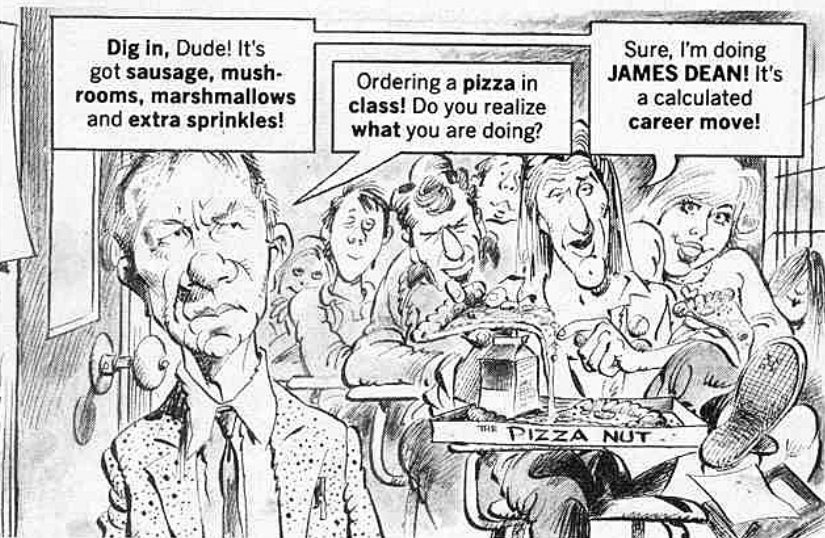


And the winner is **Sean Punk**, for his role as a **drugged out punker** in **"Flashing Times At Ridgemo nt High!"**

Dig in, Dude! It's got **sausage, mushrooms, marshmallows and extra sprinkles!**

Ordering a **pizza in class!** Do you realize what you are doing?

Sure, I'm doing **JAMES DEAN!** It's a calculated career move!



Here is your **"Raunchy,"** Sean!

Hey, this award is a **bitch!** It's totally **intense!** People think that I'm a **spaced-out dude!** Not true! That's just a **"role"** I play! In conclusion, let me say... I'm sorry I couldn't be here tonight to accept this great award **personally.**

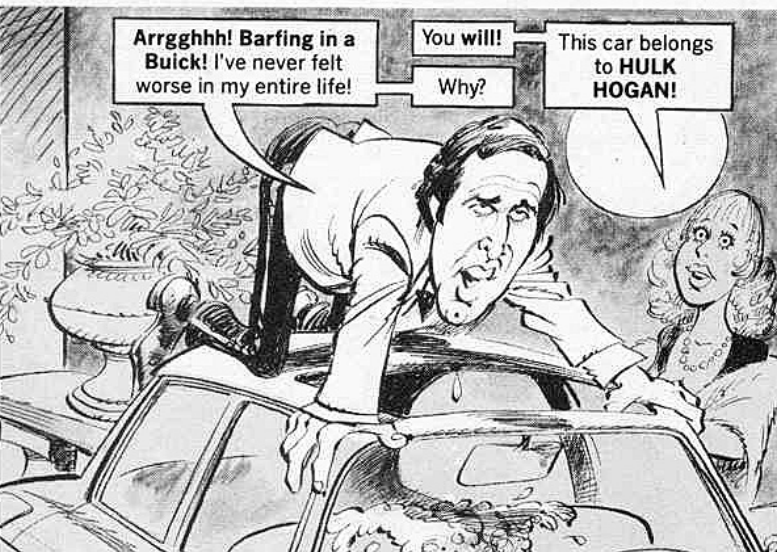


In the category of **"Single Most Disgusting Scene,"** the first nominee is **"The Barfing Into The Open Sunroof"** scene in **"Caddyshlock."**

Arrgghhh! Barfing in a **Buick!** I've never felt worse in my entire life!

You will! Why?

This car belongs to **HULK HOGAN!**



"And the winner is... the **"Motorcyclist Flying Face First Into A Horse's Rear End"** scene in the film **"Cop Academy!"**

That's the **GROSSEST**, most **DISGUSTING** thing I've ever seen on film! As my **Congressman**, I **insist** you do something to ban this **sleaze!**

Nothing unusual here! You must understand, as a **Congressman**, I run into **horses's asses** all day long!







Accepting the "Raunchy" are the two creators of "Cop Academy," Neil Izzy and Pat Propp!

As creators of "Cop Academy" and "Bachelor Orgy" we've made millions! Since you love coughing up five bucks to see junk, we will continue to crank out the sleaze! Watch for our new films, "Nuclear Winter Nymphs" and "Hot Tub Girls Go Home For Passover!"



No awards for teenage films would be complete without this category: "Peeking At Naked Girls." The first nominee is the prankish "Videotaping The Sorority House" scene in the film "Revenge Of The Nerdballs"!

What a totally hot move! Sneaking a video camera into the Phi Gamma Globula Sorority!

Wow! Check out the gazongas on Jenny and Cincy! These chicks never looked so good! Is it really them?

It's us! Our horizontal hold is on the fritz!



The second nominee is "Guy In Drag Hiding In The Girl's Shower" scene in "Primate School."

And the winner is the classic "Gang Leer" scene from "Pokeys."

The peep show's over, Blitzer! What you're doing here is a disgrace!

To red-blooded teenagers everywhere?

To TRANSVESTITES everywhere!!!



You boys are horny, perverted sex fiends!

But Mrs. Ball-buckler, we're just doing our S.A.T.'s!

Your S.A.T.'s?

Yeah! Staring At Tushes!

I accept for the winners, who didn't bother to show!



In the category of "Musical Numbers That Suddenly Appear Out Of Nowhere," the first nominee is Tom Crude's solo dance in "Frisky Business"!

The second nominee is the "Library Dance" scene from "The Breakfast Bunch"!

And the winner is ANY number from the film "Footloosed"!



That Hoskins boy is nuts!

And unlawful! He's doing an "R" dance in a "P.G." neighborhood!

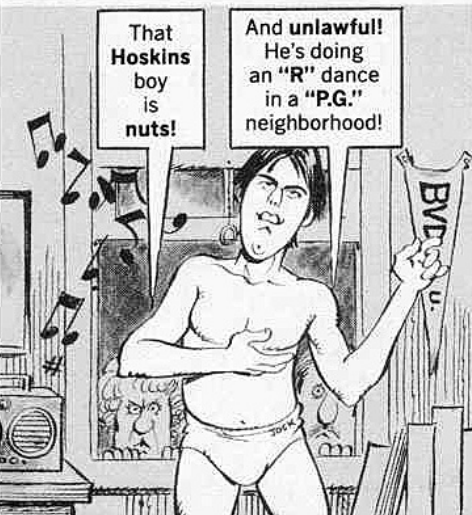
What are we doing this for?

The sanity of the audience! They just had to sit through ninety minutes of disturbed teenagers just talking!

It's that new kid that's getting all our young folks dancing in a God fearin' town!

He doesn't know how conservative we are!

Wait till he hears we rode the Osmonds out on a rail for bein' too wild!







Accepting the award for "Footloosed" is veteran actor **Gregory Peck!**

I hate teen-oriented flicks! But I am grateful to "Footloosed" for its taste and restraint. It did not have a beer blast or nudity and... thank God... it did not have a theme song by Irene Cara!



Teen films had so many absurd plots it's hard to select an outstanding worst! But we've established the category, "Dopiest Story Lines In The History Of Motion Pictures" to try. The first nominee is "Zapping" starring TV reject Scott Bayou!

Wow! Heavy! Scott is using his telekinetic powers to blow everyone's clothes off!

Have you noticed only GIRLS clothes are blowing off?!!

Yeah! Just once I'd like to see a movie catering to FEMALE urges!



The second nominee is the latest and most ludicrous of the "Pokey" sequels—"Pokey's Revenge"!



And the winner is "Valley Chick" with the dilemma, "Can a girl from the valley adjust to a dude from a different zip code?"

If Meaty flunks the Bio exam, we can kiss the state championship goodbye! We gotta figure something out!

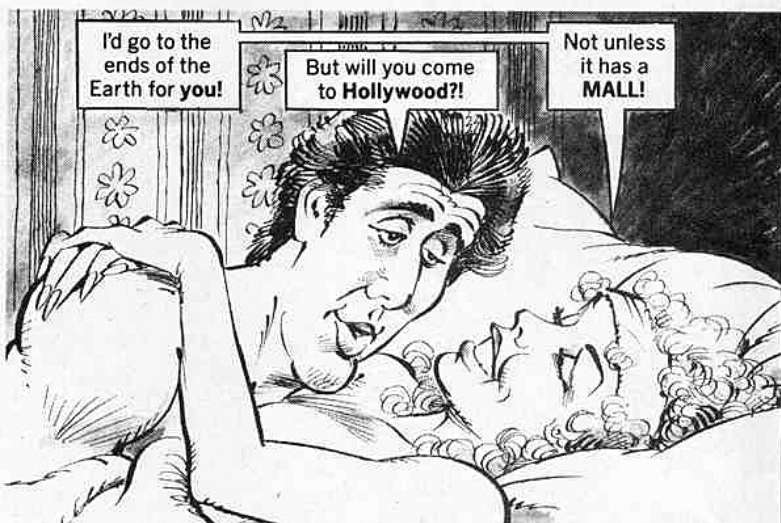
First let's figure out how an all-white basketball team averaging five feet ten inches is even IN the state championship!



I'd go to the ends of the Earth for you!

But will you come to Hollywood?!

Not unless it has a MALL!



Congratulations, Deborra! Of course you know the "valley girl" fad is over! But you did a super acting job playing the part of a shallow valley girl!

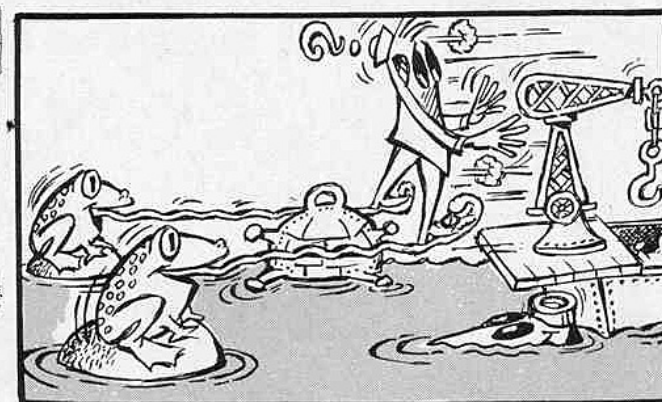
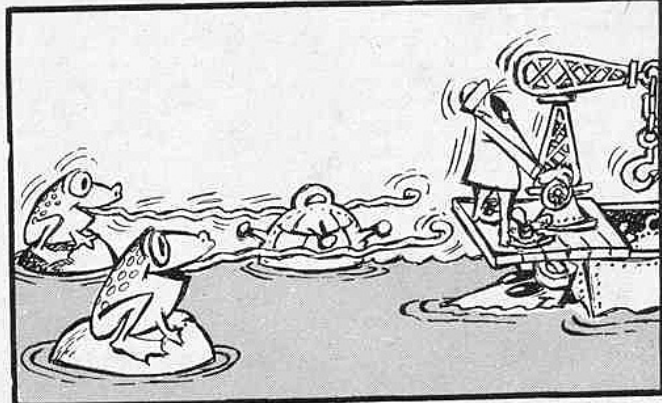
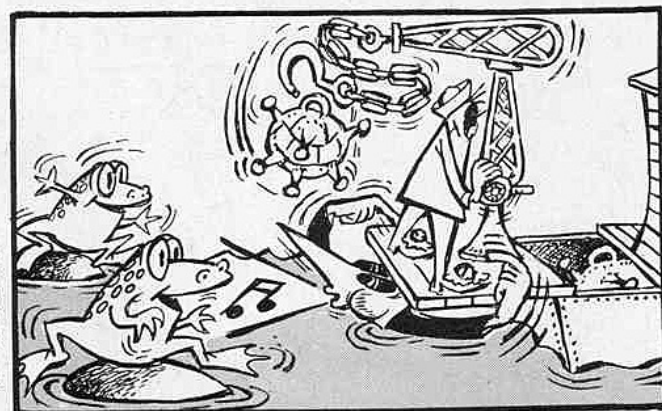
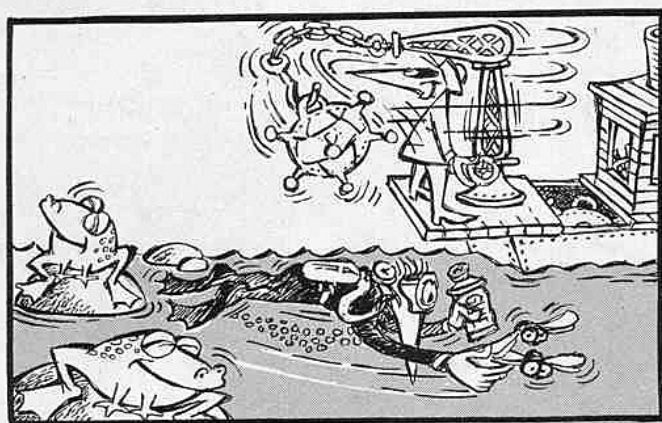
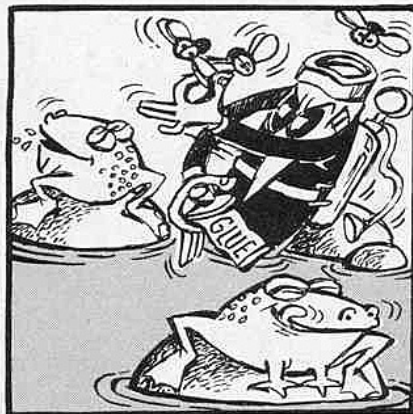
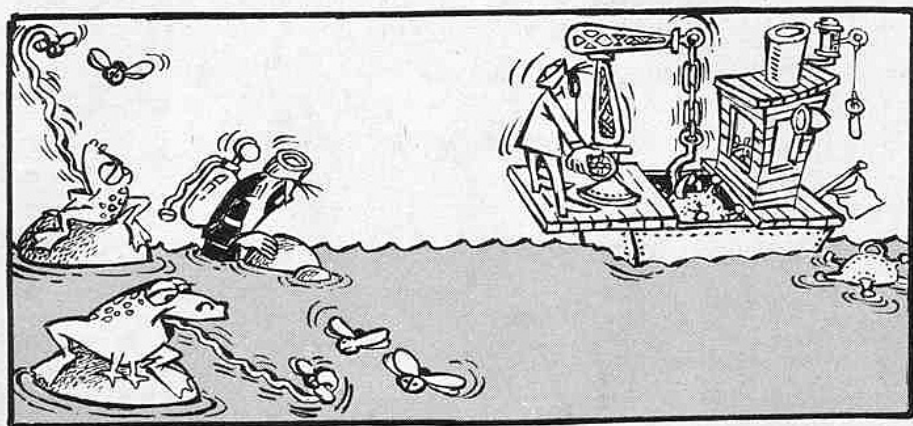
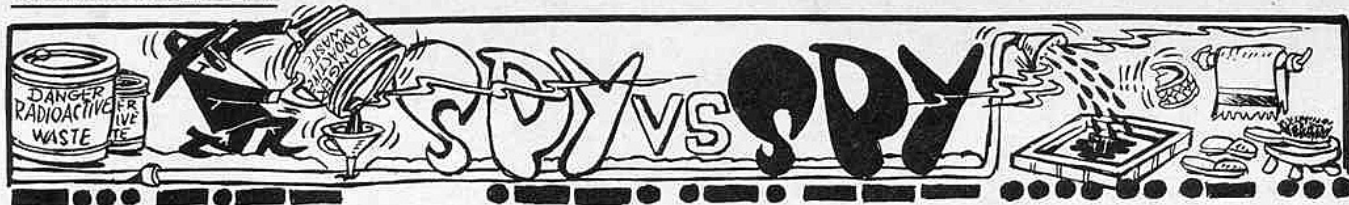
Thank you! This award is like, totally awesome! It's like definitely bitchen to the MAX!

My God! You weren't acting!

Well, that's our show! We will now be drifting into the cafeteria for our Post Awards Party! The winners will guzzle beer, get naked, have a food fight and barf on an authority figure! The losers will go through the entire evening without saying the "F" word. Good night! Hope to see you next year!









## PREDICTABILITY



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## SPEEDING





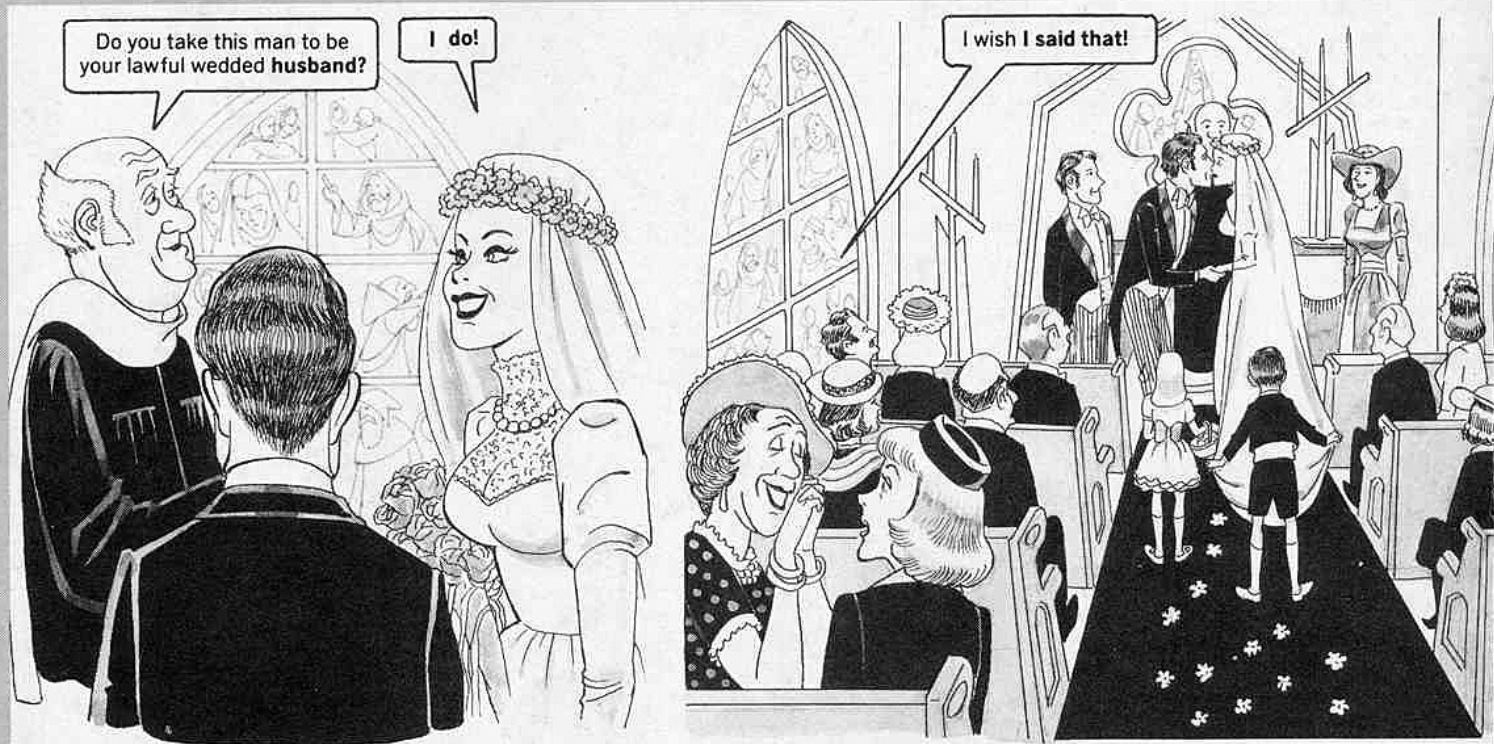
# ADDICTION



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## WEDDINGS





# COMMUNICATION

Okay, gang! Let's raise the consciousness of this school by doing **strong, relevant articles!** Editorials with bite! Columns with awareness! Any ideas?

I do! How about **acid rain** and what it's doing to our **forests and farmlands!**

Great! Just one question...

...are we for it or against it?



# SEASONS

Ah, the signs of summer!

Are you kidding? I'm freezing! What "signs of summer?"

When the Markells finally get around to throwing out their Christmas tree, then I know summer has arrived!



# MISHAPS

Oh, my gosh! What happened to you?

I had an accident! I was driving down La Palme Avenue...

Skip the minor details and get to what's really important!

Dr. Case said I had **multiple contusions and abrasions...**

Get to the **bottom line** already!

What is it you want to know?





# SHOPPING



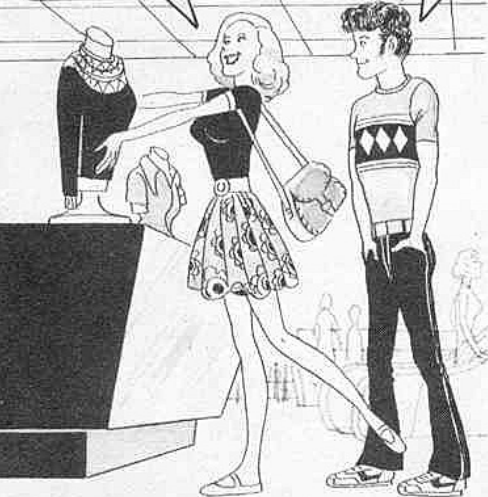
Look at that sweater!  
I've got to buy it!

It's so expensive!  
Can you afford it?

It'll cost  
me **nothing**  
if I use my  
**credit card!**

It'll cost you **nothing now**,  
maybe! But when the **bill**  
comes **next month**, that's  
when you'll get **zapped!**

No, that's when my dad gets  
**zapped!** It's his **credit card!**



# TRAVEL

I do a lot of traveling  
for **business reasons**,  
and everytime I'd leave on  
a trip I'd have this feeling  
that **some guy** would **rush**  
over and see my **girlfriend!**

That's not uncommon!  
**Unfounded suspicion**  
is a typical sign of  
severe **insecurity**...

**Unfounded**, hell! I purposely  
cut short one of my trips and got  
back a **day early!** Sure enough,  
I **caught the creep** with my **girl!**

**No fooling!**  
Who was it?

My **travel agent!**



# SOCIAL ACTIVITY

How's the car?



These examination results  
show you're very **run down!**  
Have you been leading a  
**normal lifestyle?**

Very  
much  
so,  
doctor!



Maybe you ought  
to cut it out!

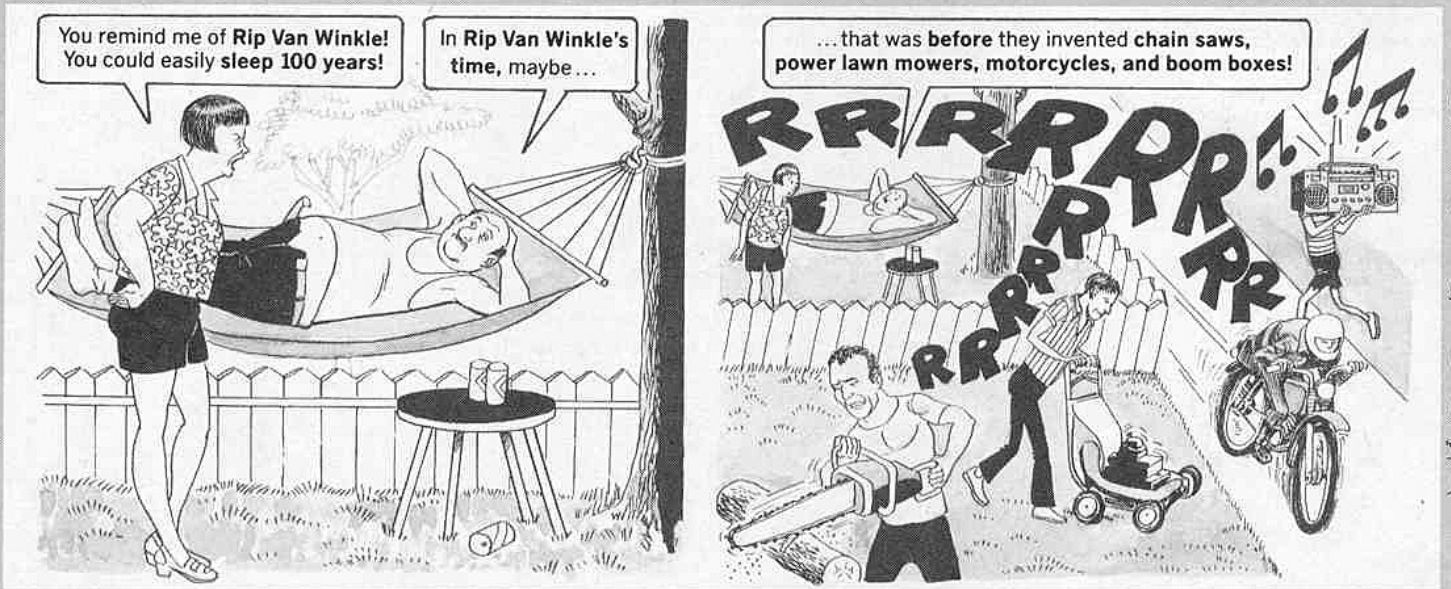




# PERSUASION



# SLEEP



# CHOICES

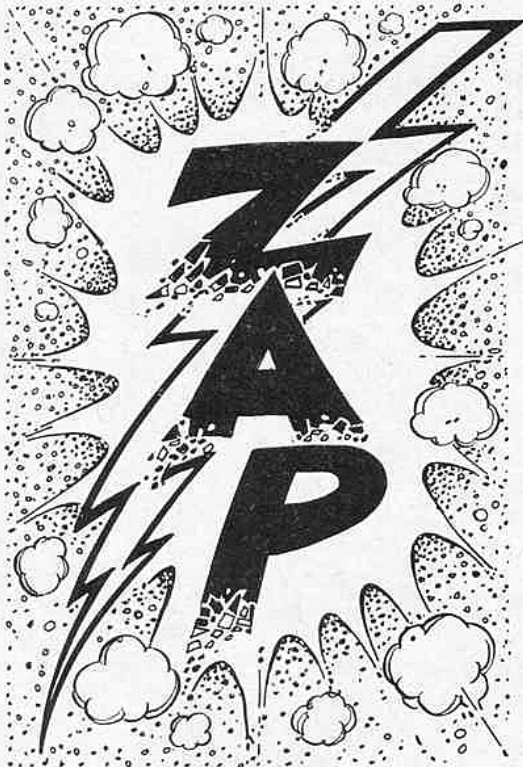




GRIMM SHOT DEPT.



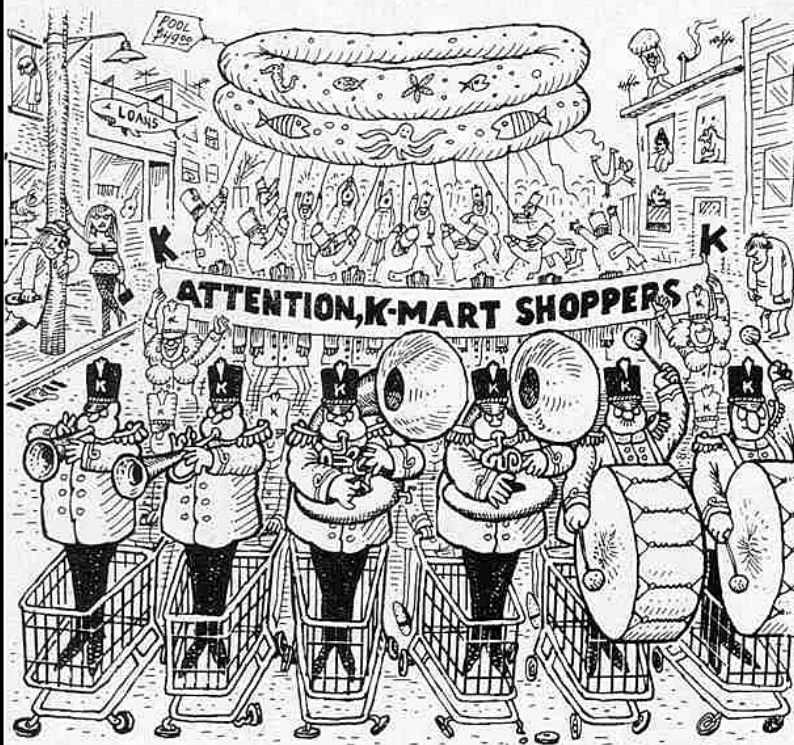
# A FAIRY TALE WE'D LIKE TO SEE





# A MAD LOOK AT SOME NOT-SO-FAMOUS FIRS

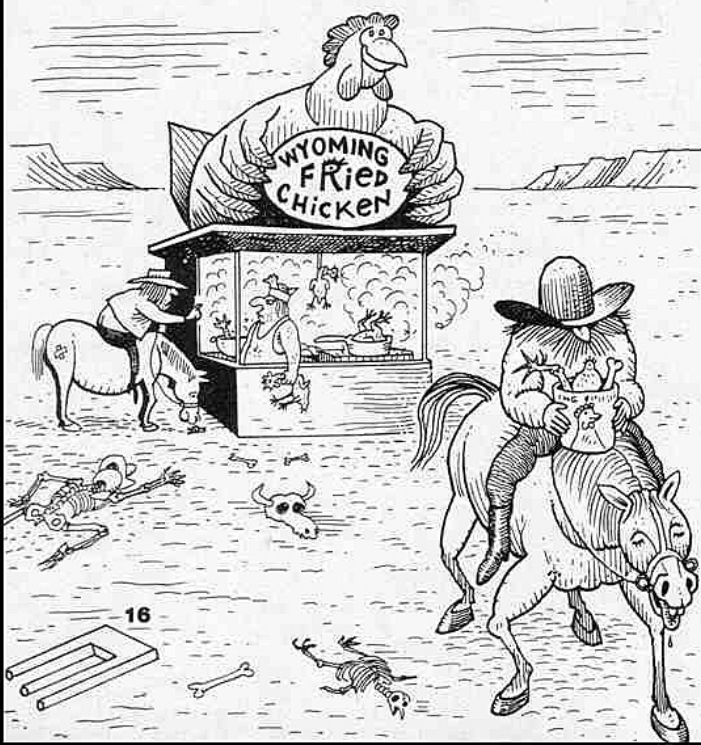
**"THE K-MART THANKSGIVING DAY PARADE"**



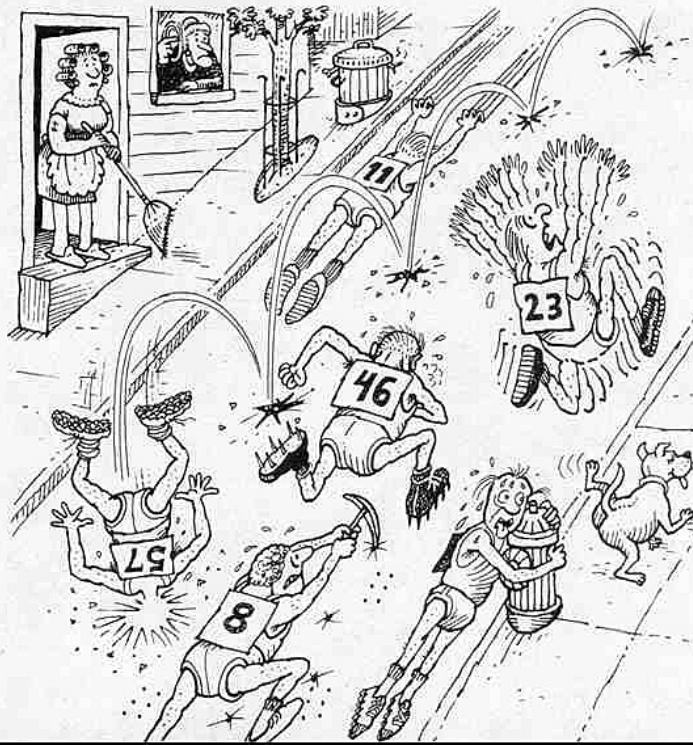
**"SMOKEY THE SNAKE"**



**"WYOMING FRIED CHICKEN"**



**"THE SAN FRANCISCO MARATHON"**





# T ATTEMPTS

ARTIST: AL JAFFEE WRITER: MIKE SNIDER

## "ABC'S 'WIDE WORLD OF WEATHER'"



## "MINIATURE POLO"



## "PREPARATIONS 'A THROUGH 'G'"



## "OYSTER McNUGGETS"





HOAX-A-MANIA DEPT.

# GOONS, THEY KNOW

*sung to the tune of*

I sit down...at the tube to-night—  
The wrest-l-ers there,  
they punch and trample and bite!  
It's all set up  
before the match has be-gun—  
They take the money and run  
Yes, goons, they know how it's done!

The fans scream...like they're out for blood!  
It's Cap-tain Lou bad-mouthin'  
Big John Studd!  
Sarge Slaughter shouts—  
"Hey! I am second to none!"  
Their act, a bit over-done—  
Still, goons, they know how it's...



# OW HOW IT'S DONE!

*"Girls Just Wanna Have Fun"*

## CHORUS

It makes no diff-rence which  
one won!

What the hell, it's all in *fun*!

Oh, *goons* sure *know* how it's *done*!

Oh, *goons*, they *know* how it's *done*!

*Hulk Hogan* grunts... to a "*Rocky*" theme—

While pipers play

to a "*Rowdy*" *Roddy* scream!

*Patera* shrieks, "*This Andre*  
*weighs a ton!*"

Just like *Attila the Hun*,

Those *goons*, they're *knowing* how—

They're good at *showing how-w-w-w*

It's *don-n-n-ne!*

*Put-ting* on *most ev-ry-one*—

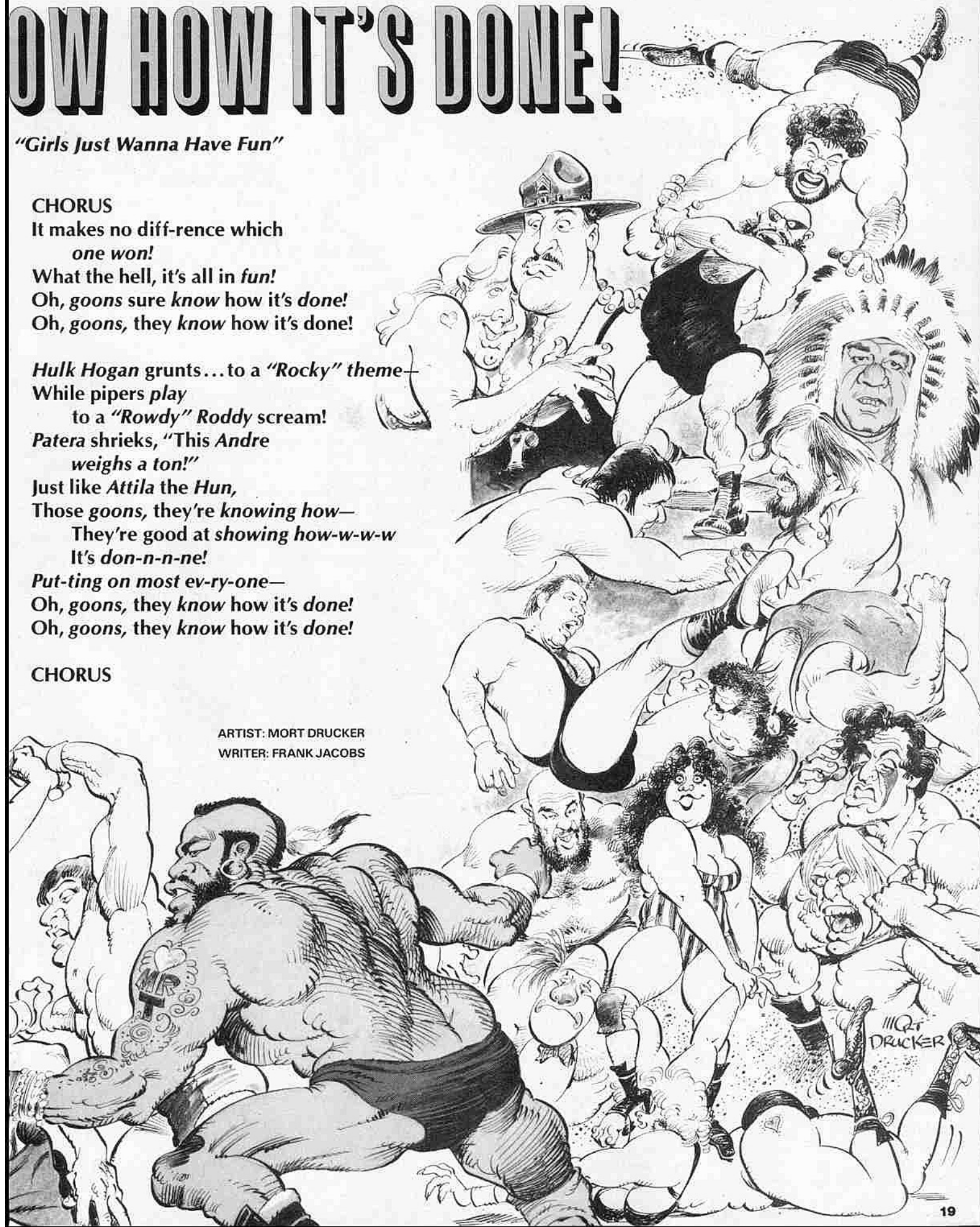
Oh, *goons*, they *know* how it's *done*!

Oh, *goons*, they *know* how it's *done*!

## CHORUS

ARTIST: MORT DRUCKER

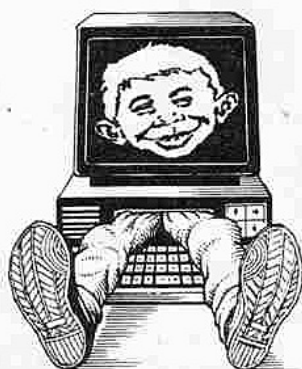
WRITER: FRANK JACOBS





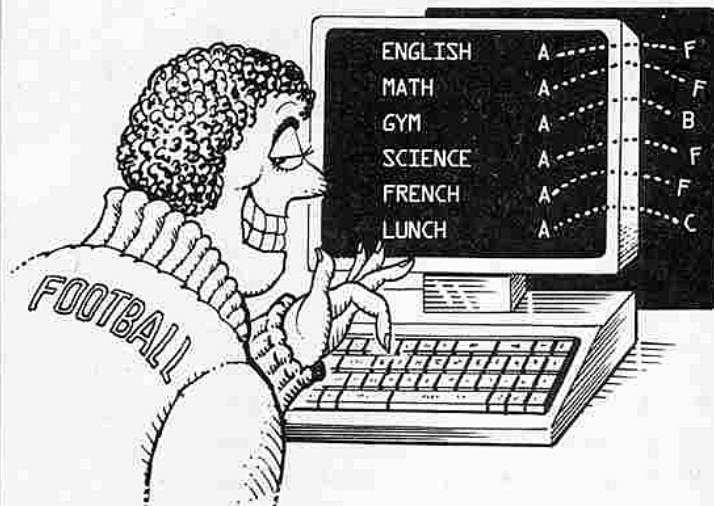
SPECIAL COMPUTER SECTION STARTS HERE!!

# THE MAD COMPUTER PRIMER



ARTIST: AL JAFFEE WRITER: JOHN BONI

## CHAPTER ONE



See the *computer expert!*

He spends *all his time* at his computer.

He doesn't spend *any time* studying.

He can't do *math*.

He can barely *read*.

He thinks Huckleberry Finn is a new *ice cream flavor*.

Yet he gets *straight 'A's'* in *all his courses*.

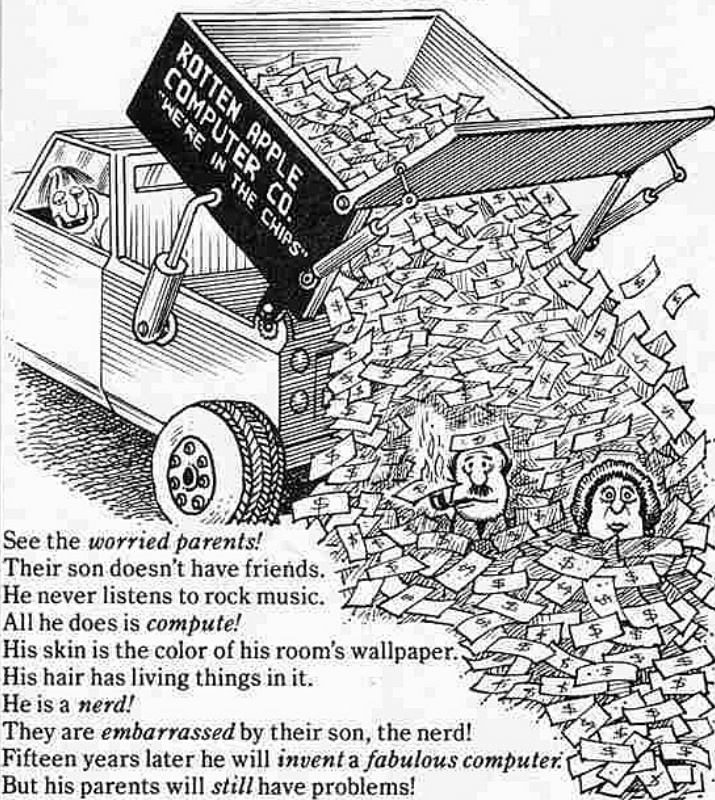
How does he do this?

Because of his *expertise* with the *computer*?

*Yes*—but not the way *you think!*

He doesn't have to learn his *subjects*. He's learned something *more important!* Mainly, how to *change his grades* by tapping into the *school's computer!*

## CHAPTER FOUR



See the *worried parents!*

Their son doesn't have *friends*.

He never listens to *rock music*.

All he does is *compute!*

His skin is the color of his room's *wallpaper*.

His hair has *living things* in it.

He is a *nerd!*

They are *embarrassed* by their son, the *nerd!*

Fifteen years later he will *invent a fabulous computer*.

But his parents will *still* have *problems!*

Because their son will still be a *nerd?*

*No!* Because they'll still have *problems spending all the money*

20 his company makes!

## CHAPTER FIVE



See the *novelist* at work on his *word processor!*

See his *faithful dog*, Fang.

The novelist is *struggling* to write a *difficult chapter*.

Fang is *struggling* through the *computer cord*.

The novelist finally completes the *difficult chapter*.

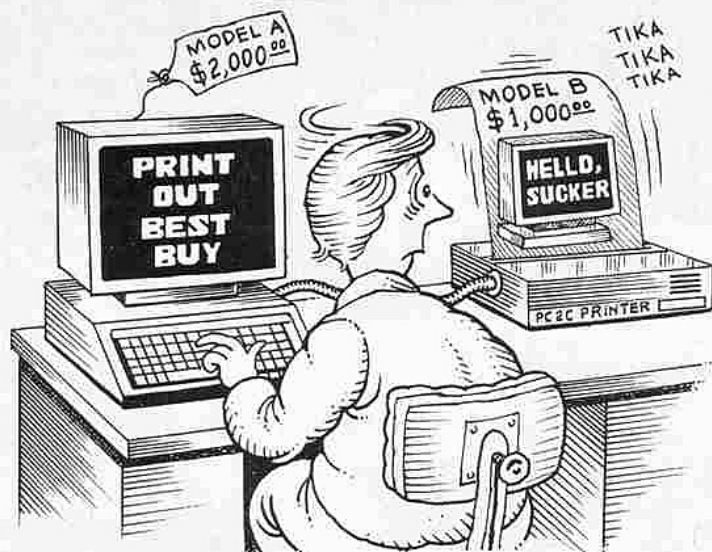
Fang finally bites through the *computer cord*.

The novelist's *difficult chapter disappears forever!*

*So does his faithful dog, Fang!*

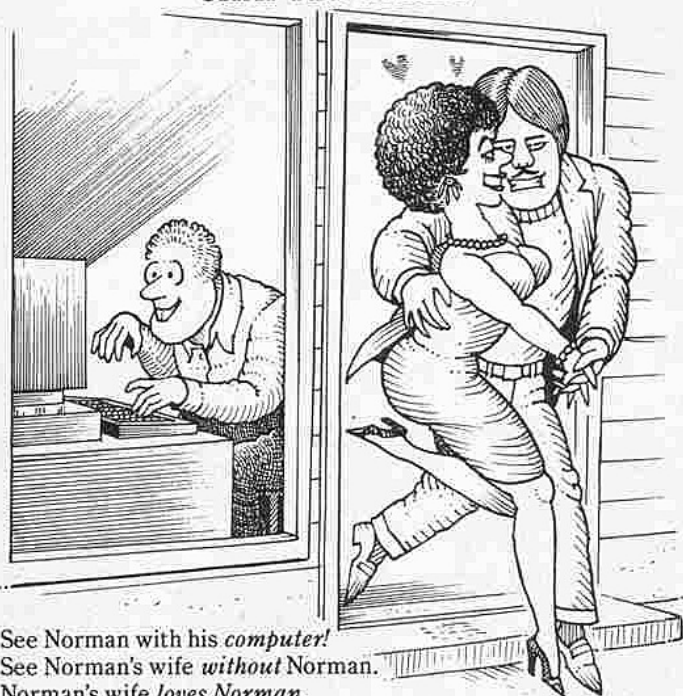


## CHAPTER TWO



See the *comparison shopper* buying a computer!  
 He made phone calls.  
 He talked to friends.  
 He analyzed the specifications.  
 He made an intelligent selection.  
 He only spent two thousand dollars.  
 The day after he bought his computer, the company came  
 out with a *new model!*  
*Twice as powerful!*  
*Half the price!*  
 See the comparison shopper comparison shopping again.  
 This time for a *stomach specialist* to help him with his *ulcer!*

## CHAPTER THREE



See Norman with his *computer!*  
 See Norman's wife *without* Norman.  
 Norman's wife *loves* Norman.  
 She *doesn't* love his *computer.*  
 Norman spent *more time* with his *computer* than with his *wife.*  
 They fought about it a lot.  
 Then the problem was *solved.*  
 Norman's wife learned to *love computers* too.  
 Through a *computer dating service*, she found herself a great  
*boyfriend!*

## CHAPTER SIX



See the *home computer!*  
 It only costs seven hundred dollars.  
 See the man who has withdrawn seven hundred dollars from his bank  
 to *buy that computer.*  
 Then he learned that price doesn't include the printer.  
 Nor does it include the printer paper.  
 It doesn't include the ribbons.  
 Or the connector cable.  
 Ditto the monitor, the software, the disks,  
 the dust cover, or the surge suppressor.  
 It doesn't include two hours instruction.  
 All that *extra stuff* costs *extra.*  
 See the man at the *bank.*  
 He's quickly becoming a *computer expert!*  
 With the *home computer* he bought?  
 No, with the *bank computer* he uses to make all his *withdrawals!*

## CHAPTER SEVEN



See the *computer hacker!*  
 He had *fun* tapping into banks, schools and data bases.  
 He had *fun* changing things around.  
 He had *fun* changing some patient's *prescription* in a *hospital*  
*computer* and sent the patient into a *coma.*  
 Now the hacker's having fun in *prison!*  
 How come?  
 He's still *computing!* How many days are there in a *ninety year*  
*sentence!?*



There are thousands of programs on the market that are supposed to be a boon to the home computer user. But come on! How many times do you need a merge mail program? Or a 48 column worksheet? If companies really want everyone to buy a home computer, then how about some...

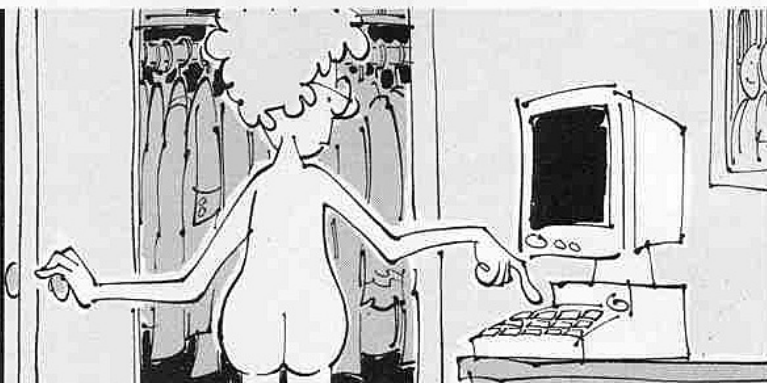
# PRACTICAL FOR NORM

## THE "WHAT I WORE" PROGRAM

**OUTFIT:** blue blouse and grey skirt

**WORN:** 3/1 Bernie's party, 3/3 school, 3/8 school, 3/11 date with Nick

**OUTFIT NEVER SEEN BY:** Terry's parents, the bowling team, the Nickersons



## THE "NEVER REPEAT A JOKE" PROGRAM



**JOKE:** the one about the elephant and the ant

**TOLD:** the family, Bruce, Benny, Geri, no one at camp

**CAN NEVER TELL:** anyone of Armenian heritage

## THE "DATE TRACKING" PROGRAM

**DATE'S NAME:** Carol

**WHERE WE WENT:** The Big Taco restaurant

**WHAT WE DID:** went back to her house, watched tv, was asked to leave at 11 pm by her old man

**WHAT I TOLD OTHERS WE DID:** went back to her house, her parents were in Switzerland, stayed the night.



# COMPUTER PROGRAMS FOR EVERYDAY USE

ARTIST: PAUL COKER

WRITER: DICK DE BARTOLO

## THE "USELESS GIFT TRACKING" PROGRAM

**GIFT:** handmade scarf with cucumbers embroidered on it

**FROM/WHEN:** grandma/Xmas '82

**WHERE IT'S HIDDEN:** trunk in attic

**CAN BE RE-GIVEN TO:** anyone at the office

**CAN'T BE RE-GIVEN TO:** any family members or the mailman



## THE "GOOD PARTY" PROGRAM



**FOOD NO ONE TOUCHED:** the liver dip

**FOOD THEY DEVoured:** Marilyn's crumb cake

**NO MORE THAN TWO DRINKS FOR:** Dennis, Sylvia

**PEOPLE NOT TO SIT NEXT TO EACH OTHER:** Lenny/Claire  
Bernie/Kate, David and anyone.

## THE "EXCUSE" PROGRAM

**OCCASION:** late for work

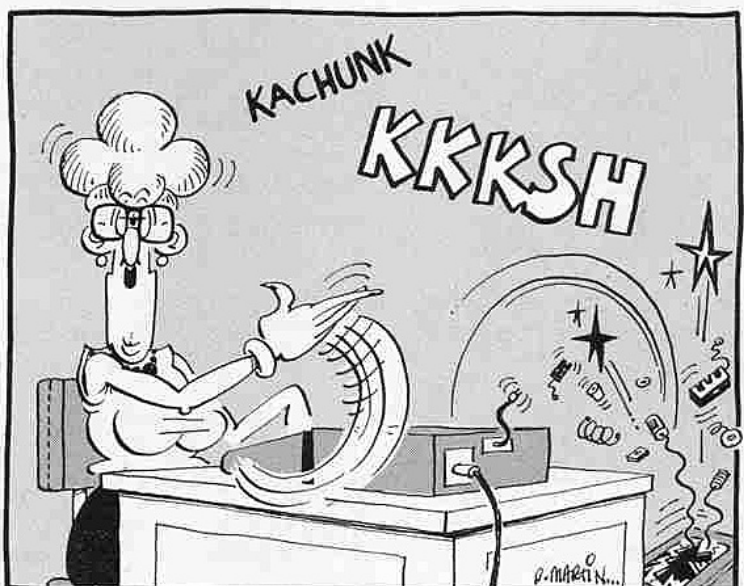
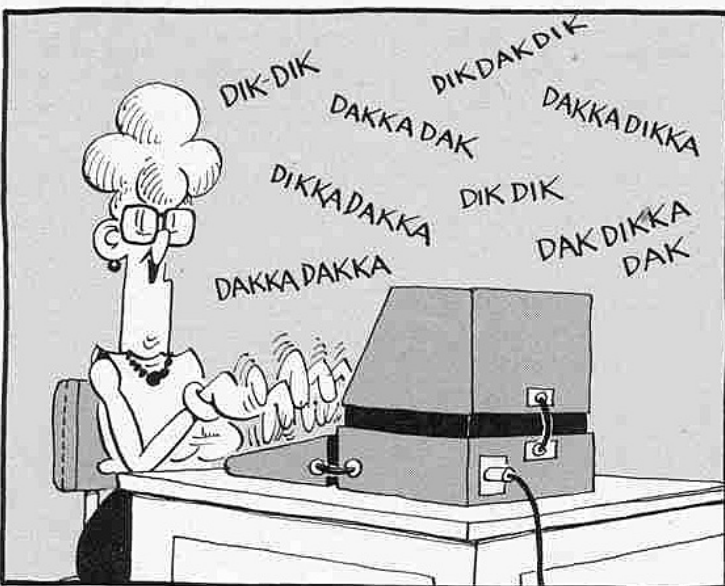
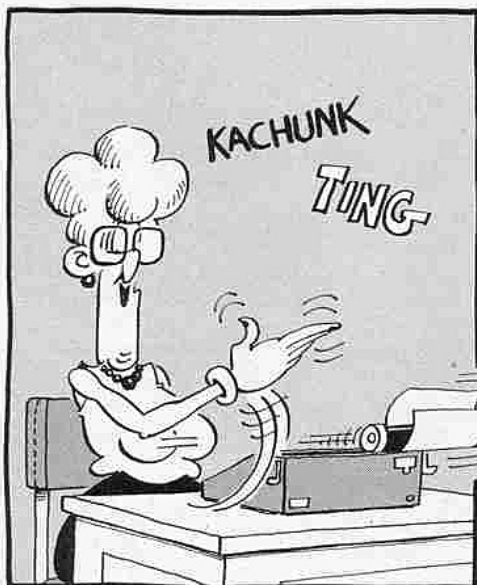
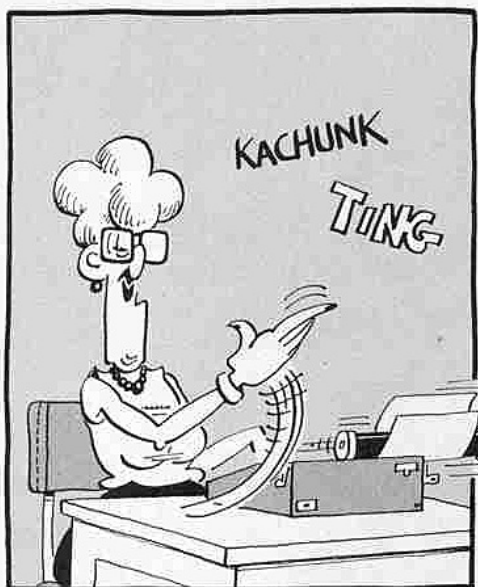
**EXCUSES USED:** dead battery (twice) train derailment, sick Aunt Betsy, dead grandmother

**AVAILABLE:** flat tire, dental emergency, mugging victim





# ONE FINE MORNING AT THE OFFICE



I'm **Rivaldo Jivera**, investigative reporter for ABC's "20/20" ... here in the living room of **Mrs. Florence Zimmer**, about to show her my interview with ...

## THE COMPUTER COMPANY PRESIDENT OF THE YEAR

**Rivaldo!** What are you doing here in my HOUSE?!! Don't you show your interviews on your "20/20" TV show?!!

I used to! But so few people watch my stuff, I decided it's better to go to their homes and show it to them in person!

Okay ... let it roll ...

Good evening! This is **Rivaldo Jivera**! I'm here at **Commode Computers**, talking with its **President Dr. Frank Byte**! Dr. Byte, for those of us who are not familiar with computers, would you give us a little **Primer**?

Surely! Simply stated, a **computer** performs **logic operations**! But it does not work with **logical analogies**! It works with **numbers** ... reducing their values to **1 or 0** ... thereby translating them into **relational expressions**!

Uh ... I'm afraid I **didn't quite understand** all of that, Dr. Byte!

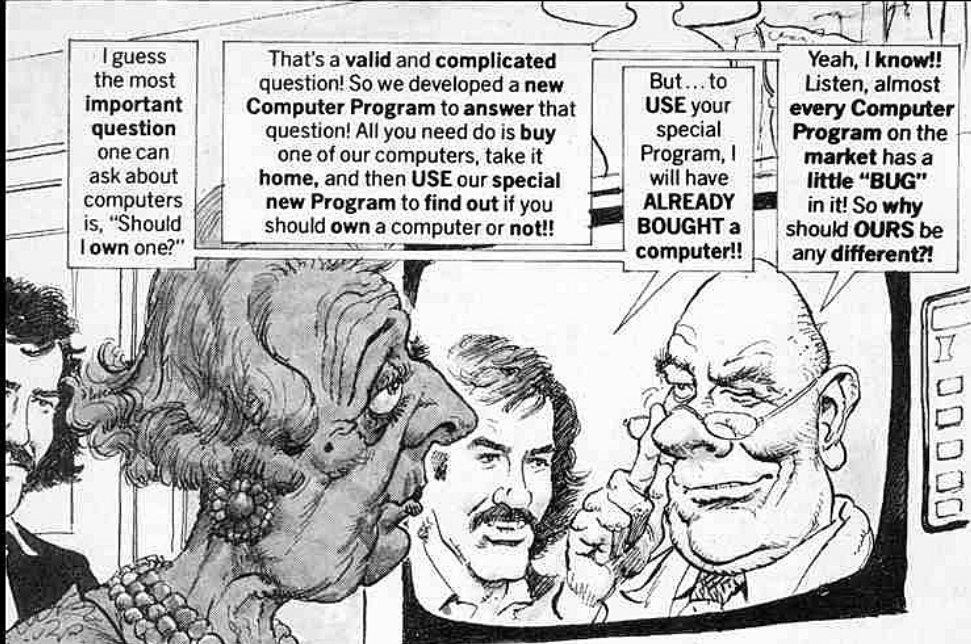
**Good!** Then I've demonstrated the most **basic rule of Computerese** ... "**Never make it sound simple!**"

Let me give you some further examples: In **Computerese**, **editing sentences** is known as "**Word Processing**" ... **filing facts** becomes "**Data Base Management**" ... and the **crook of bull** I've been handing you is called "**Enhanced Information Output**"!



VIDEO ARTIST: HARRY NORTH WRITER: DICK DE BARTOLO





I guess the most important question one can ask about computers is, "Should I own one?"

That's a valid and complicated question! So we developed a new Computer Program to answer that question! All you need do is buy one of our computers, take it home, and then **USE** our special new Program to find out if you should own a computer or not!!

But... to **USE** your special Program, I will have **ALREADY BOUGHT** a computer!!

Yeah, I know!! Listen, almost every Computer Program on the market has a little "BUG" in it! So why should **OURS** be any different?



When I read the ads for computers in newspapers and magazines, I see a tremendous range of prices! What is the **LOWEST PRICE** I'd have to pay for one of your new computers...?

You can buy our "Super Stripped 21-A" basic model for only **\$200!**

And what can I do with that machine? You can turn it on and watch the little red light!



And that's it...?!! Well, yeah! For **\$200**, that's it!!

But by adding a monitor, a disc drive, a printer and some special Computer Programs... you'll really **HAVE** something...!!

Exactly **WHAT** will I **HAVE**?? A bill... for about **two grand!**



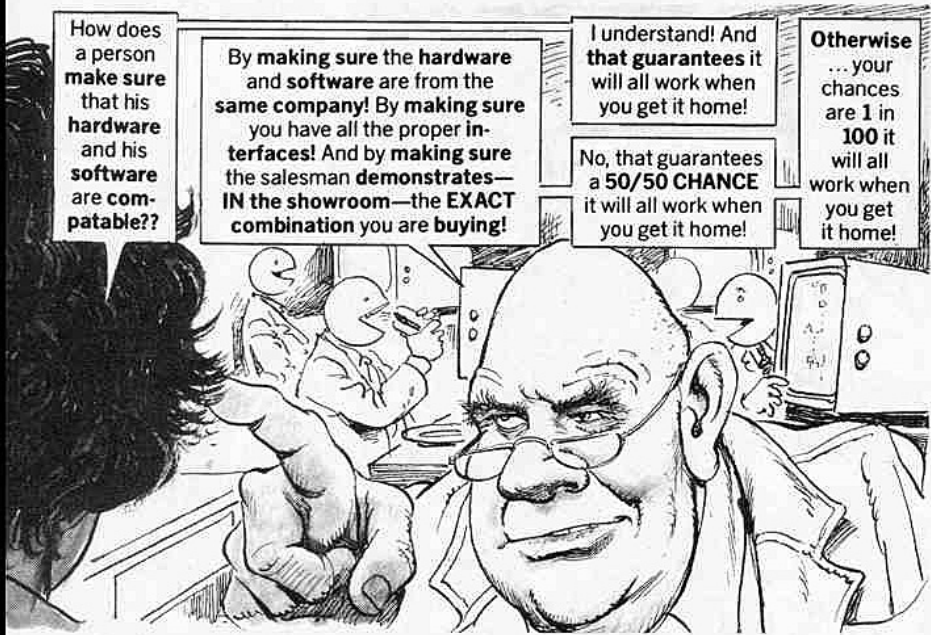
Go on, Dr. Byte... you were giving us a computer Primer!

Basically, a computer consists of **three** separate items!

The first is **HARDWARE!!** Hardware is the computer, its monitor, its printer, and its other peripherals!

Second is **SOFTWARE!** Software is the Programs that make the computer **WORK!**

And the third is **NOWHERE...** which is where you'll be if your **SOFTWARE** isn't **compatible** with your **HARDWARE!!**

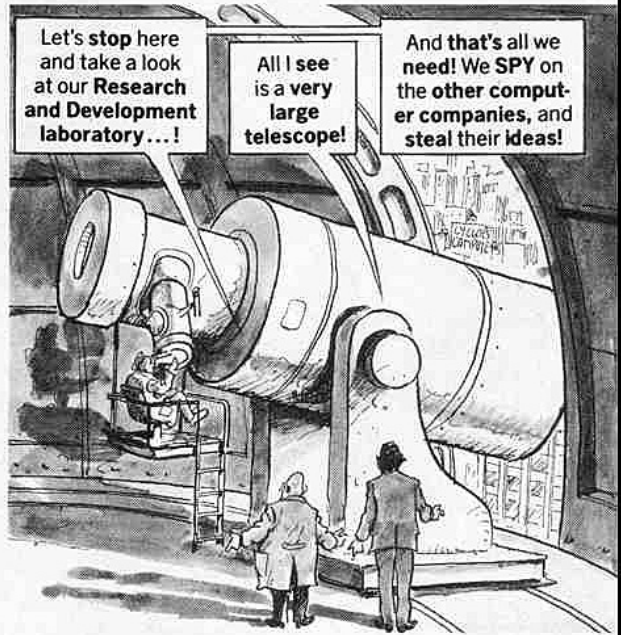


How does a person make sure that his hardware and his software are compatible??

By making sure the hardware and software are from the same company! By making sure you have all the proper interfaces! And by making sure the salesman demonstrates—**IN the showroom—the EXACT combination** you are buying!

I understand! And that guarantees it will all work when you get it home! No, that guarantees a **50/50 CHANCE** it will all work when you get it home!

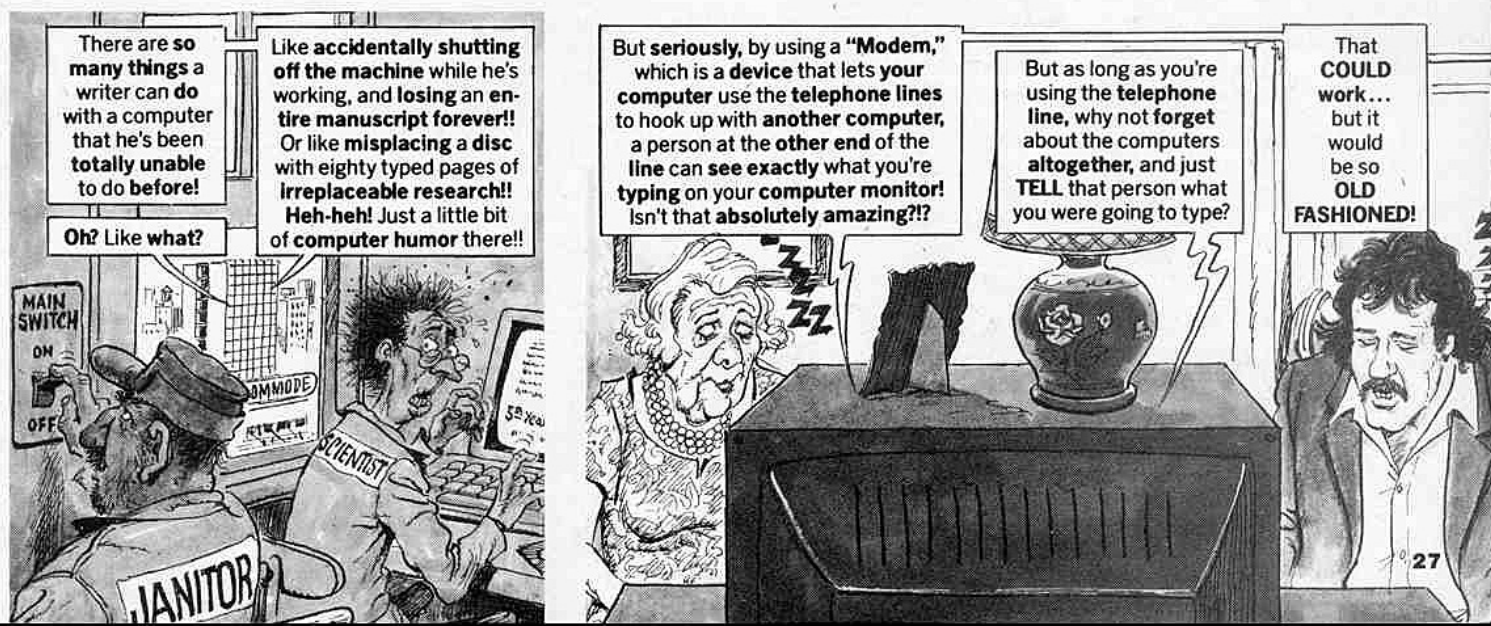
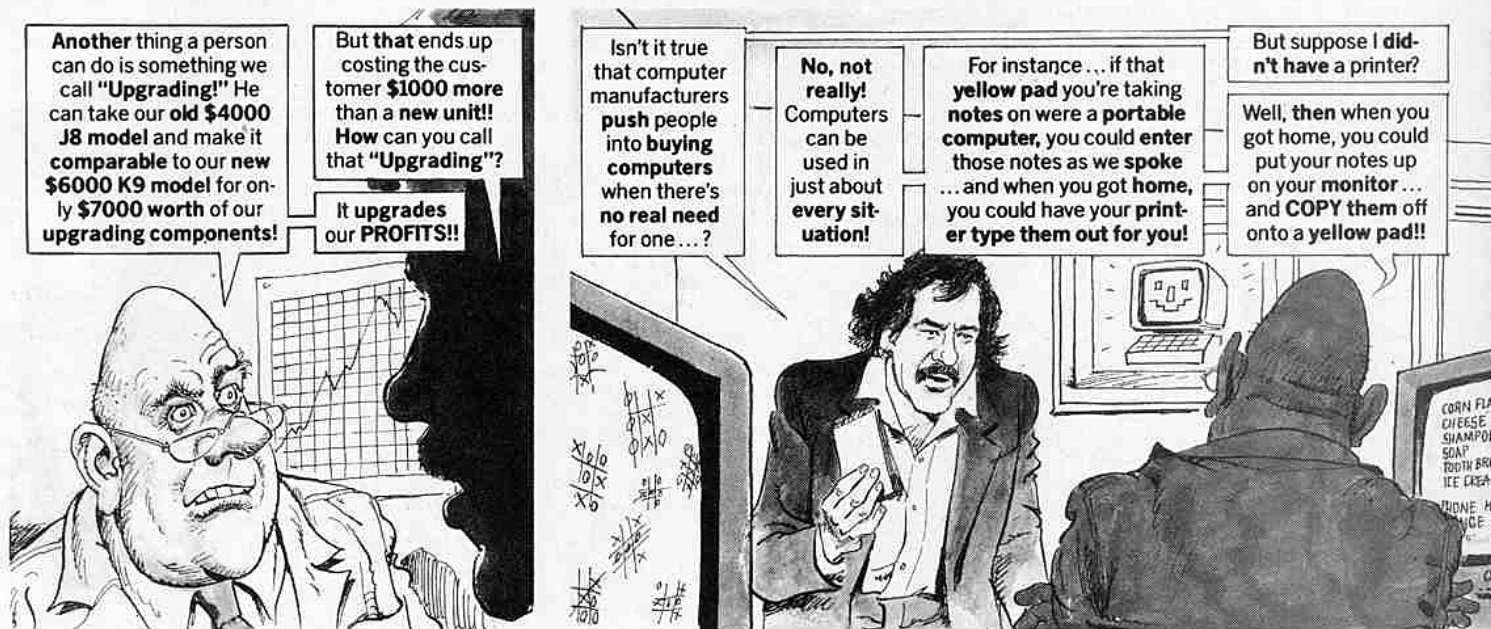
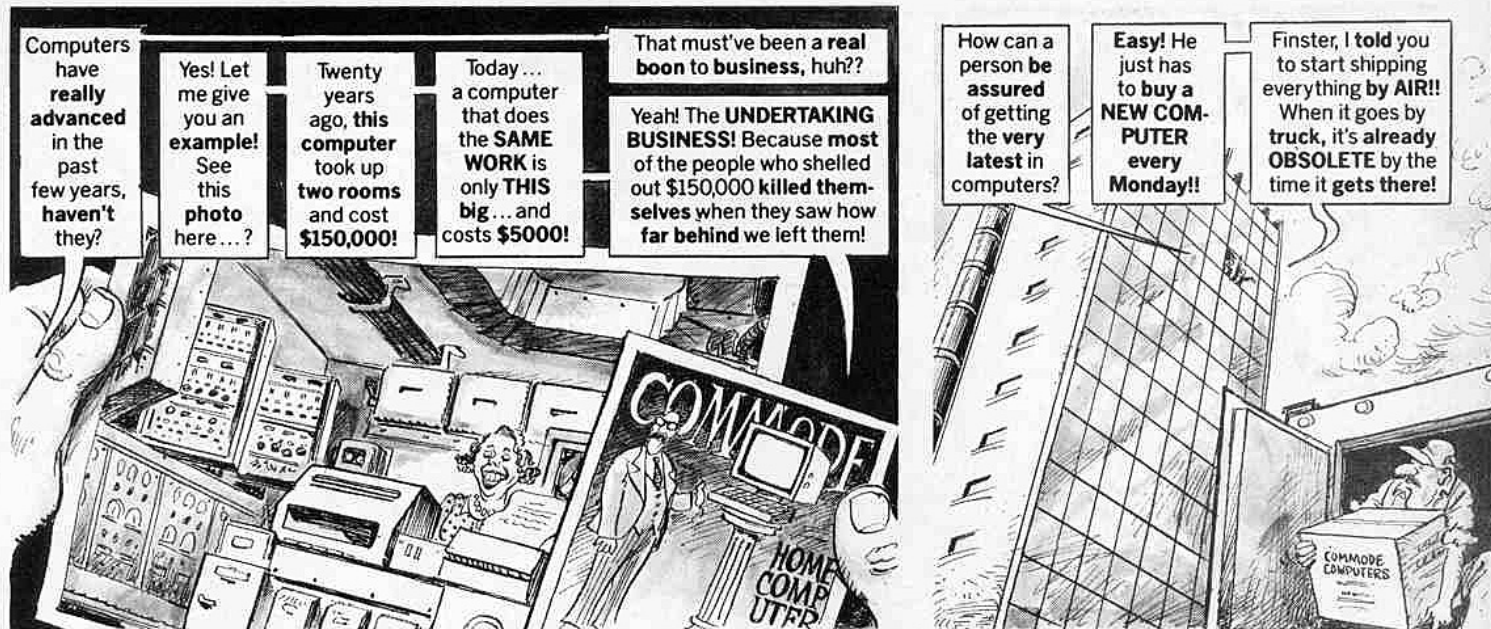
Otherwise... your chances are 1 in 100 it will all work when you get it home!



Let's stop here and take a look at our Research and Development laboratory....!

All I see is a very large telescope!

And that's all we need! We **SPY** on the other computer companies, and steal their ideas!





Dr., there have been many TV commercials that scare parents into thinking their children haven't got a chance in school unless they buy them a home computer!!

That kind of advertising is so unfair! Here at Commodore, we feel that a parent should **NEVER** be pushed into buying their child a computer... just as long as that parent **DOESN'T MIND** supporting a hopelessly backward idiot for the rest of its stupid life...!

WE AIM FOR A COMMODORE IN EVERY HOUSE IN AMERICA

YOU OWE IT TO YOUR KID NOW...  
...THEN IN 10 YEARS, HELL OWE IT ALL TO YOU!

Aren't a lot of computers really just over-priced "GAME" machines?

Nonsense! Sure, you can play "games" on computers! But they can also do "Home Business" chores! And thanks to some new cartridges we've developed, you can now do **both** at once!

For example, here's "CHECK-MAN"—our Budget-Balancing Game! These little figures represent all the people you owe money to! As they run down the street, you've got 30 seconds to **BLAST THEM!** Whichever ones **SURVIVE** get paid at the end of the month!



How much will that cartridge cost, Dr. Byte...?

About \$30!!

C'mon, now! Isn't that a rip-off?? It must cost \$2 to make and package that cartridge! How can you charge \$30 for it??

Because the price doesn't only include the cost of making a cartridge! It **ALSO** has to include the cost of research and development, advertising, and more important, our poor management, poor organization and wild stock manipulations!

Listen, you don't have to fork over \$30 for someone else's program! You can write your own!

Write my own program?? Isn't that difficult??

Nah! All you need is our basic cartridge, \$39.95... our programming textbook, \$29.95... and our \$50 debugging program and you have a possible shot at writing a program that will do what you want it to do!



Isn't it true that one main drawback to computers is that they can be used to invade people's **PRIVACY**...?

Nonsense!! Do you feel that way—or did your boss, Av, make you ask me that?

Av, how do you know my boss' name is Av?

Oh, just a lucky guess! But if you're smart you'll get yourself a computer. And while you're at it, get one for your old flame, Francine!

INFO FILE  
SUBJECT: RIVALDO JINERA  
AGE: 19  
STATUS: UNKNOWN  
DATE: 04/11/84  
OCCUPATION: INVESTIGATIVE  
COMPUTER: ABC (20/10)

But, I can't afford two computers!!

How do you know that?

Can't afford it! Why not? I know for a fact that the average newsman makes \$73,000 a year and spends \$18,521 on entertainment! At least that's what they claim to the I.R.S.!

That's info gathered by our latest model, the Orwell! But it's better known around here by its nickname... Big Brother 1984!

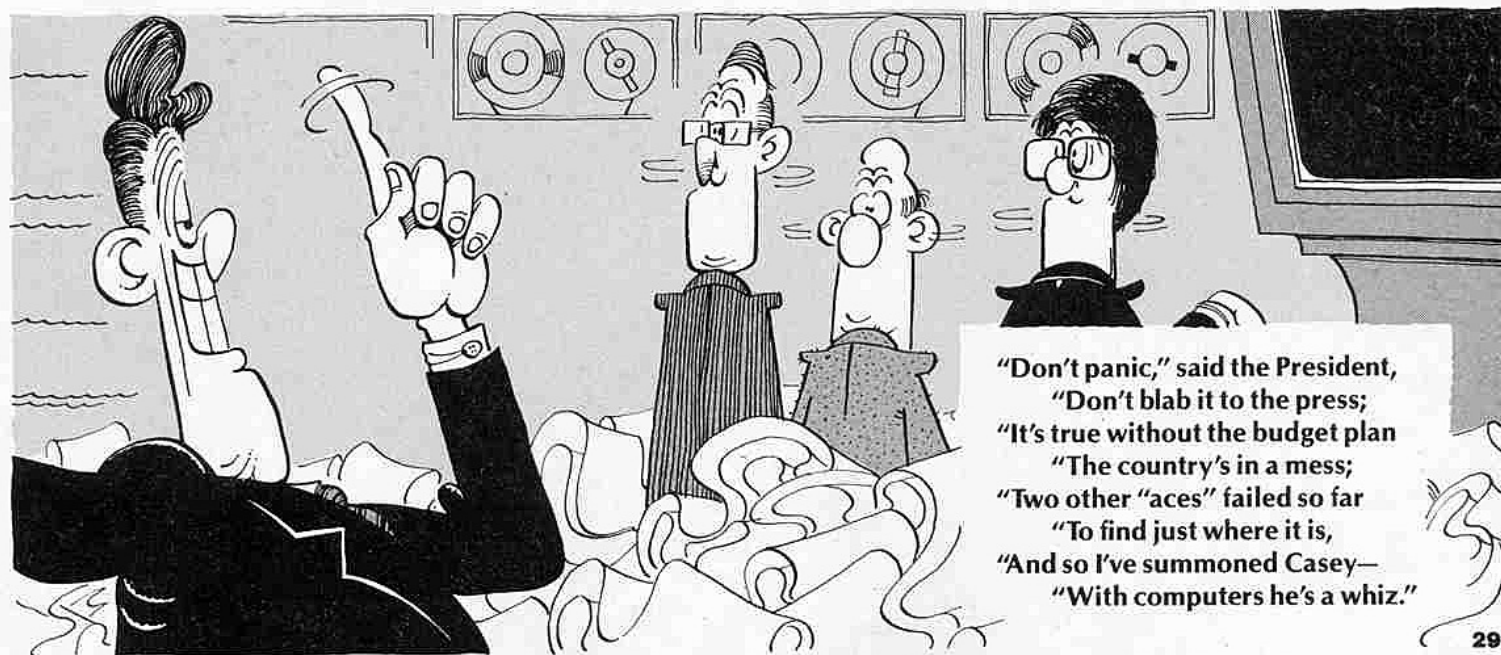
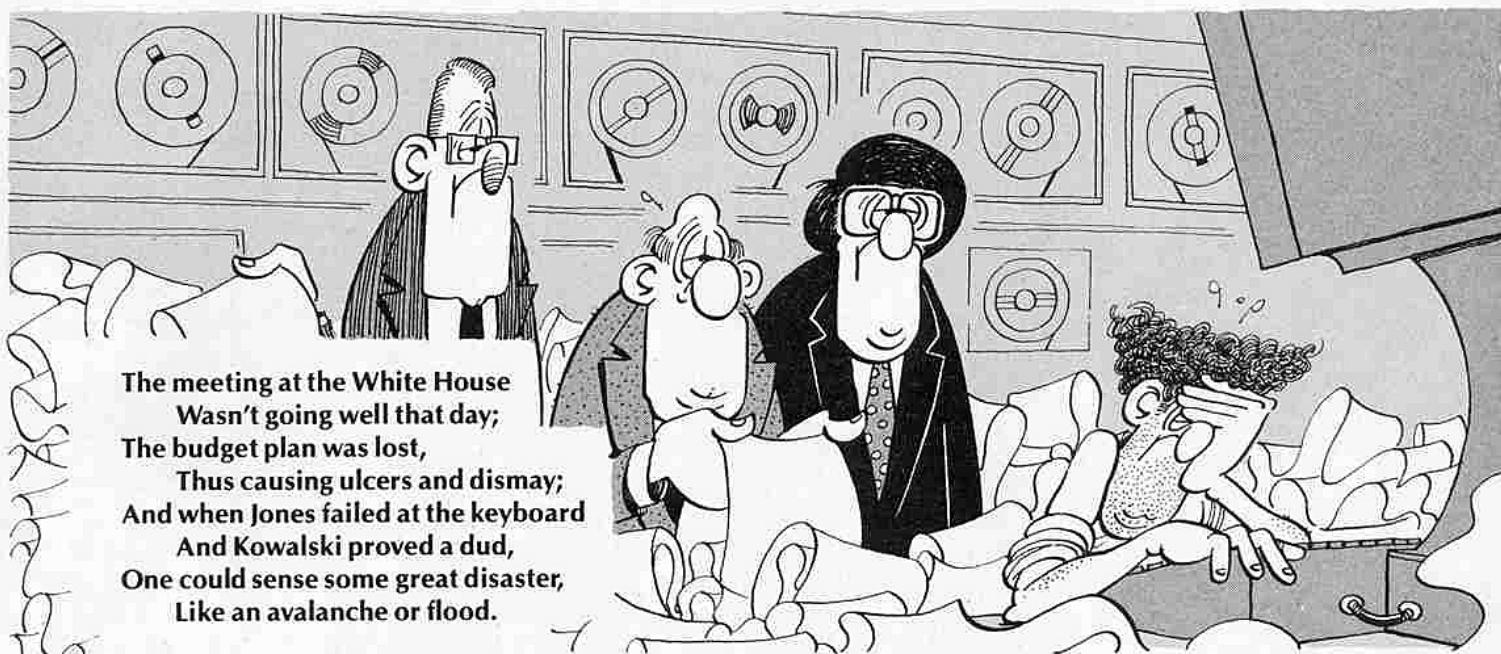


# CASEY AT THE BYTE

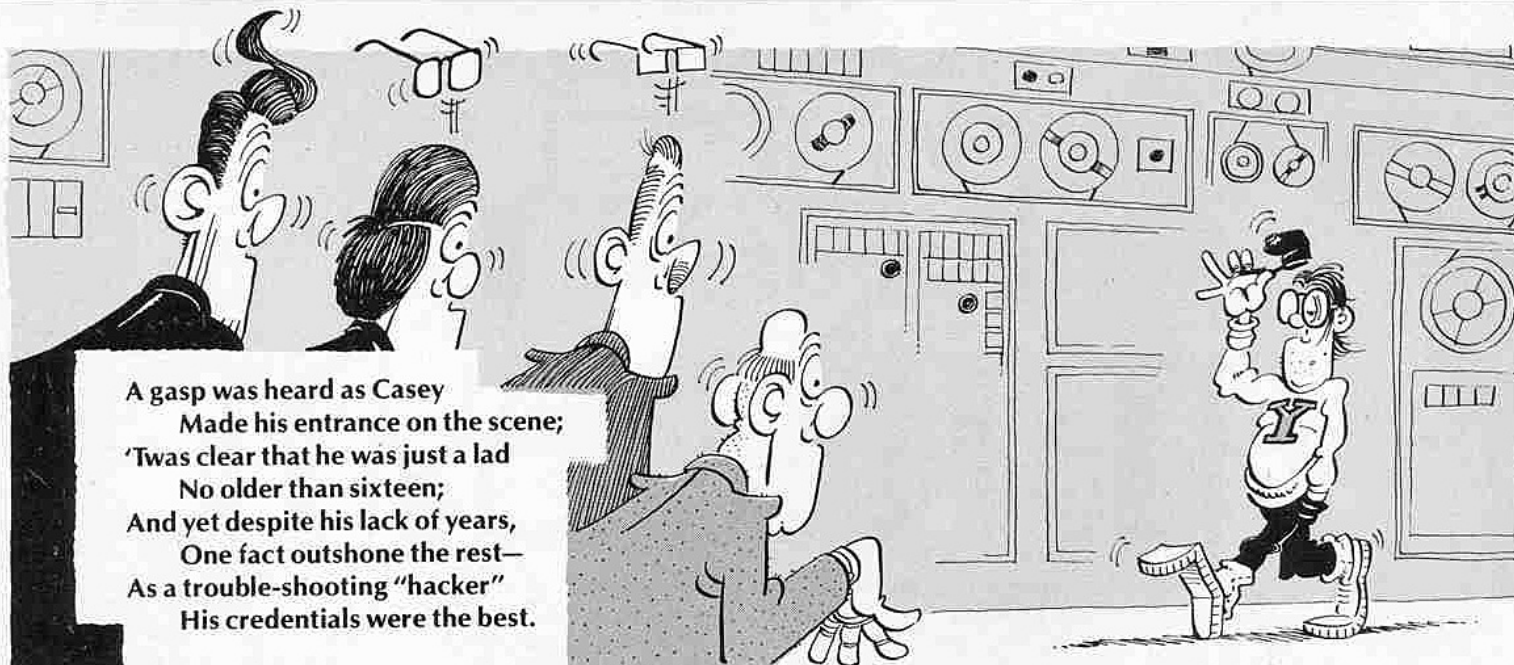
(with apologies to Ernest Lawrence Thayer)

ARTIST: DON MARTIN

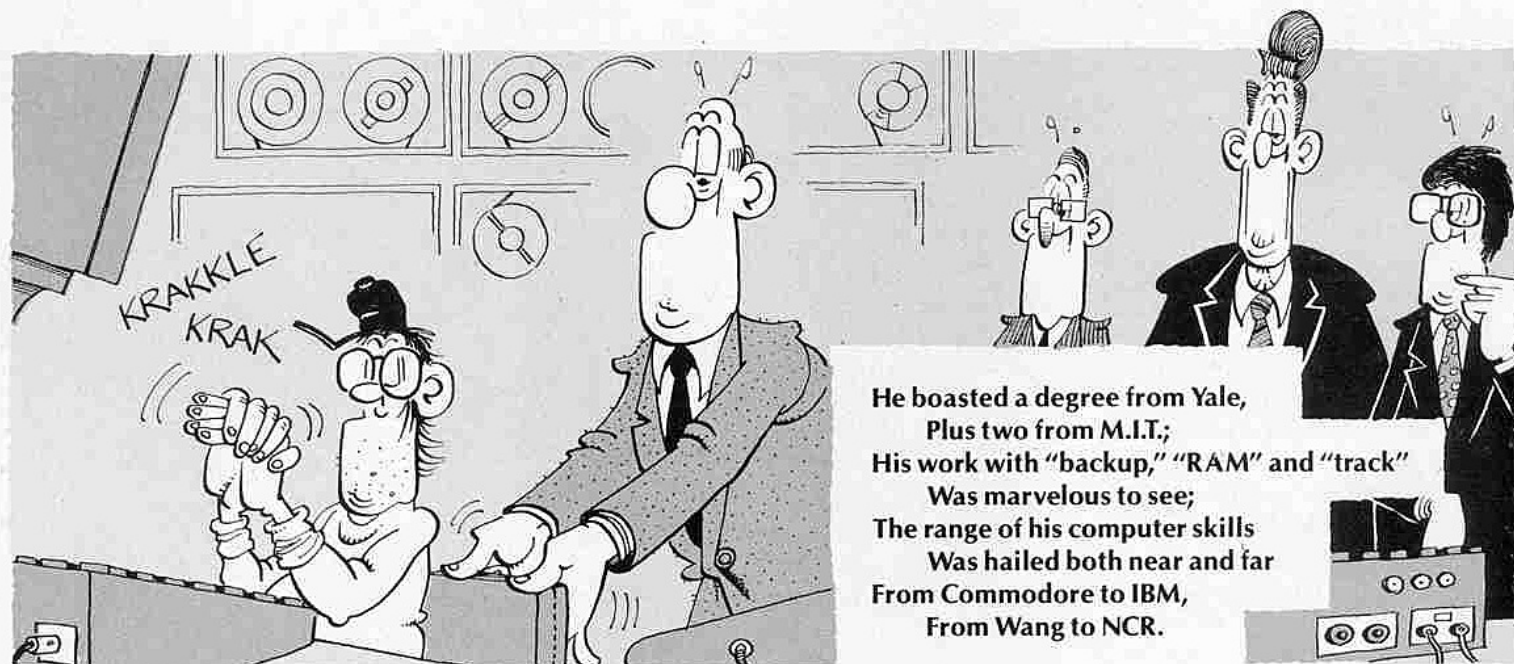
WRITER: FRANK JACOBS



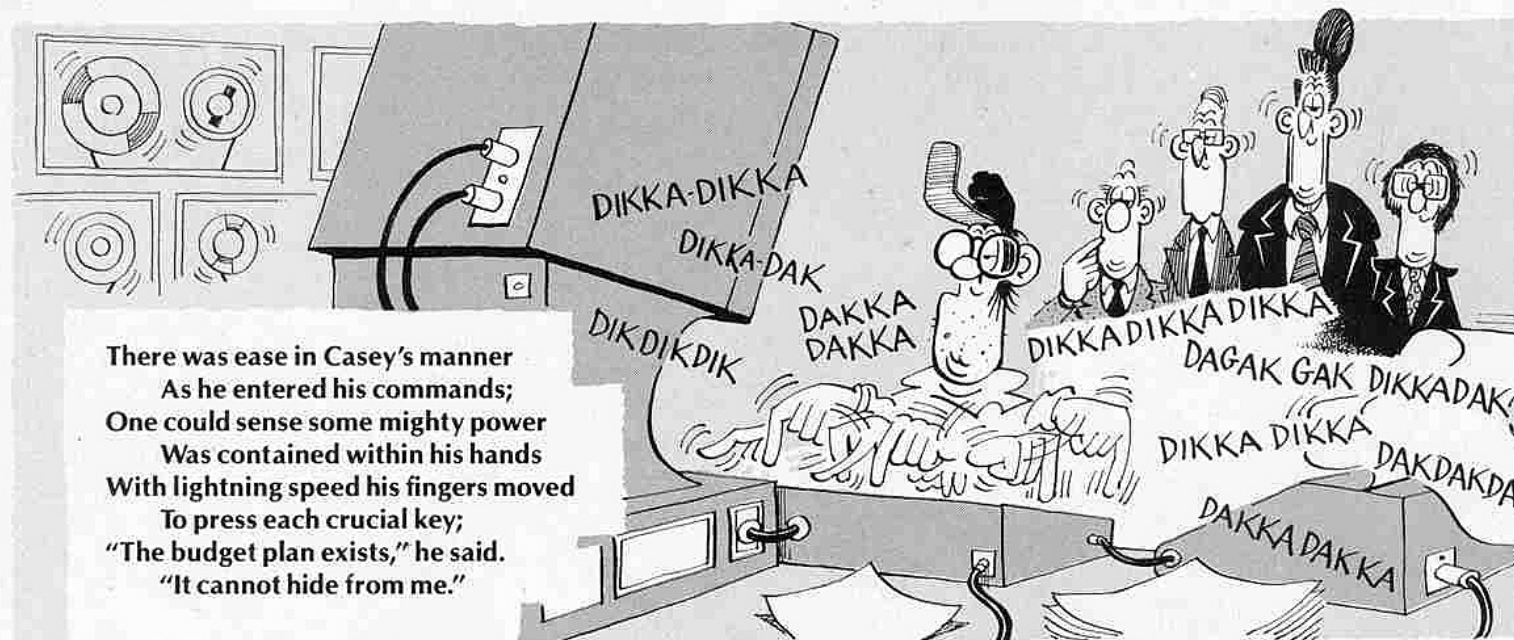




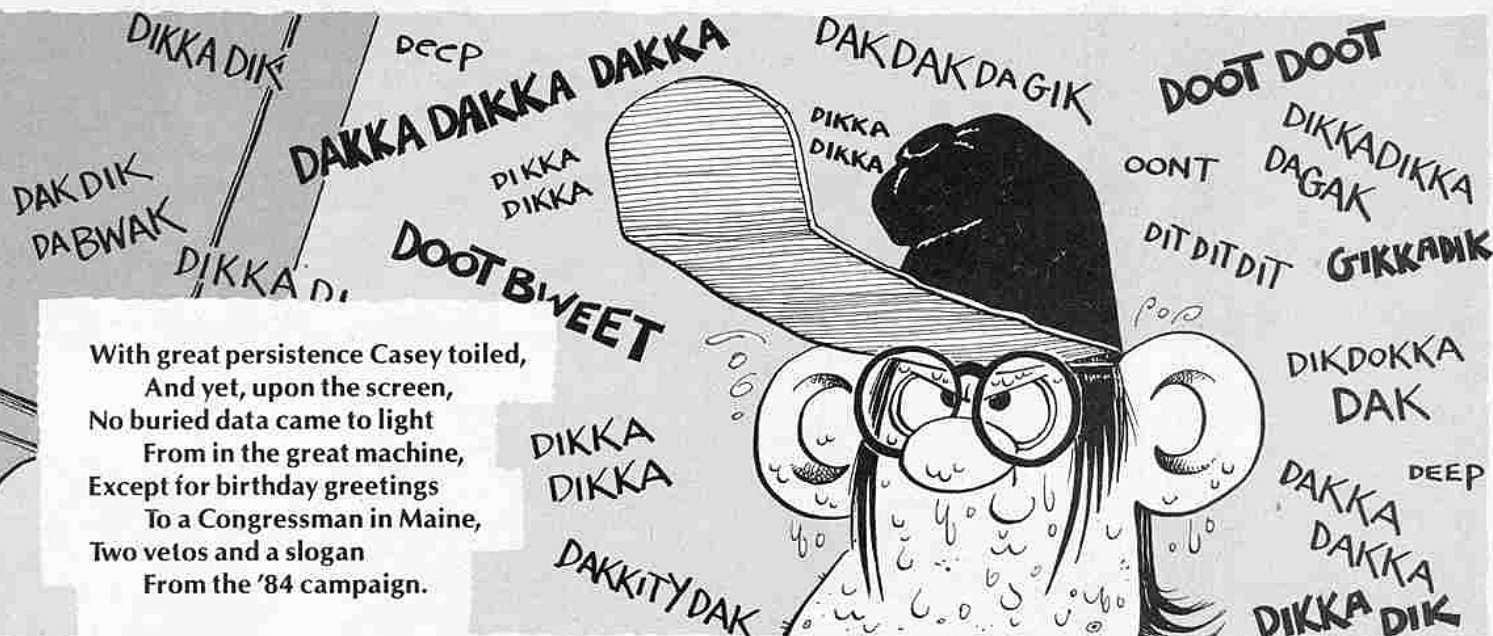
A gasp was heard as Casey  
Made his entrance on the scene;  
'Twas clear that he was just a lad  
No older than sixteen;  
And yet despite his lack of years,  
One fact outshone the rest—  
As a trouble-shooting "hacker"  
His credentials were the best.



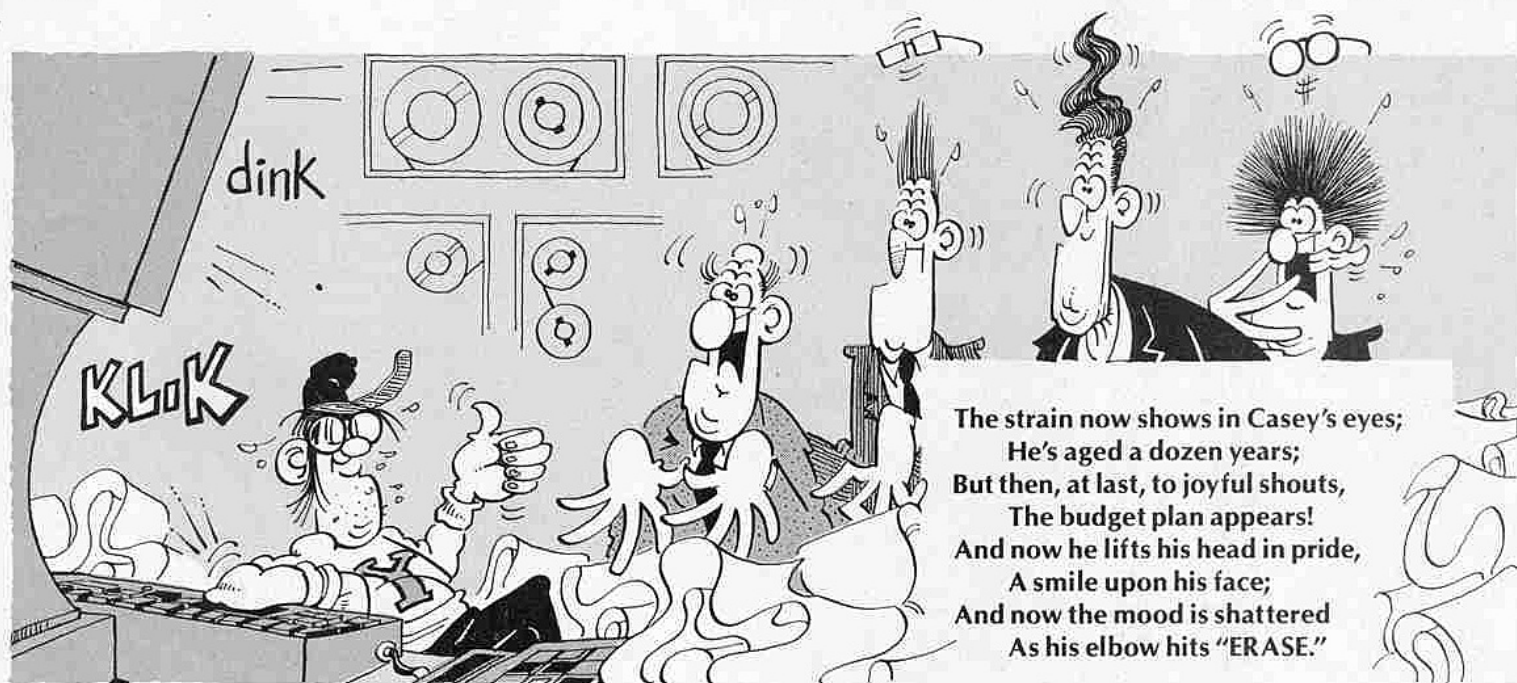
He boasted a degree from Yale,  
Plus two from M.I.T.;  
His work with "backup," "RAM" and "track"  
Was marvelous to see;  
The range of his computer skills  
Was hailed both near and far  
From Commodore to IBM,  
From Wang to NCR.



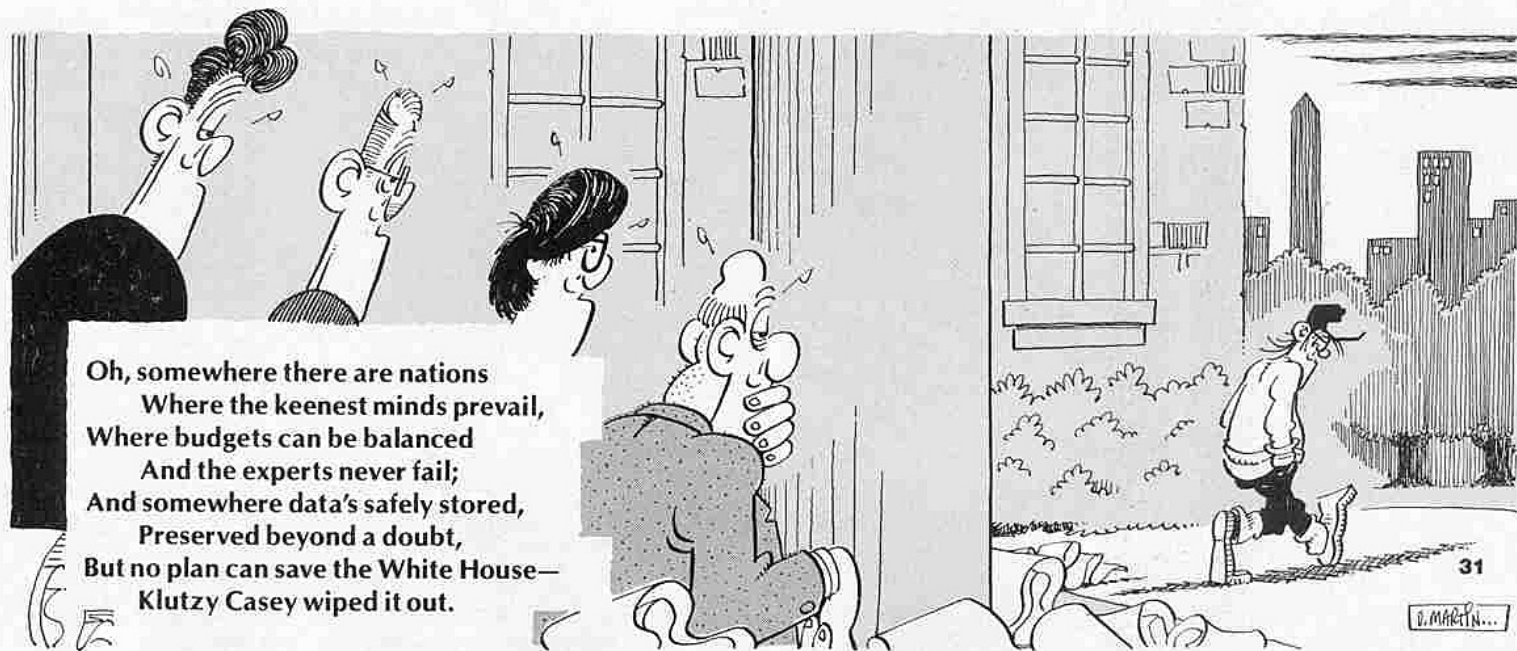
There was ease in Casey's manner  
As he entered his commands;  
One could sense some mighty power  
Was contained within his hands  
With lightning speed his fingers moved  
To press each crucial key;  
"The budget plan exists," he said.  
"It cannot hide from me."



With great persistence Casey toiled,  
And yet, upon the screen,  
No buried data came to light  
From in the great machine,  
Except for birthday greetings  
To a Congressman in Maine,  
Two vetos and a slogan  
From the '84 campaign.



The strain now shows in Casey's eyes;  
He's aged a dozen years;  
But then, at last, to joyful shouts,  
The budget plan appears!  
And now he lifts his head in pride,  
A smile upon his face;  
And now the mood is shattered  
As his elbow hits "ERASE."



Oh, somewhere there are nations  
Where the keenest minds prevail,  
Where budgets can be balanced  
And the experts never fail;  
And somewhere data's safely stored,  
Preserved beyond a doubt,  
But no plan can save the White House—  
Klutzy Casey wiped it out.



We're told that the most miraculous thing about computers is their ability to store and feed back millions of bits of information. But in MAD's opinion,

that's not the most miraculous thing about computers. The real miracle is that not one of the millions of facts they have stored away is the correct spelling

# IF COMPUTERS ARE



...why do they assume you want to receive 800 identical copies of the same mail order catalogue?



...why do they spread the word that you're responsible for all of the 1983 and 1984 parking tickets issued to a car that you sold in 1981?



...why does the increasing amount of information they spew out to TV weathermen only make the forecasts more inaccurate?



...how come they're always telling you that you're making an error, but they can never tell you what it is?



...what is their logic in letting 14,000 murders go unsolved while they devote full time to nailing you on some old traffic warrant?



...why do they blithely pass along a ridiculous meter reading that makes your monthly electric bill higher than the one for Yankee Stadium?

of our name, or our accurate address, or a single smidgeon of data about us that is completely right! As each of us wastes hours and hours trying to cor-

rect the garble spewed out by some crazed silicon chip, we are bound to wonder how that much stupidity can be produced with such unfailing regularity...

# RE SO BRILLIANT...

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH



...why can't they report your correct wages to the I.R.S., especially when it's a known fact that the I.R.S. will always believe a computer and assume the taxpayer is lying?



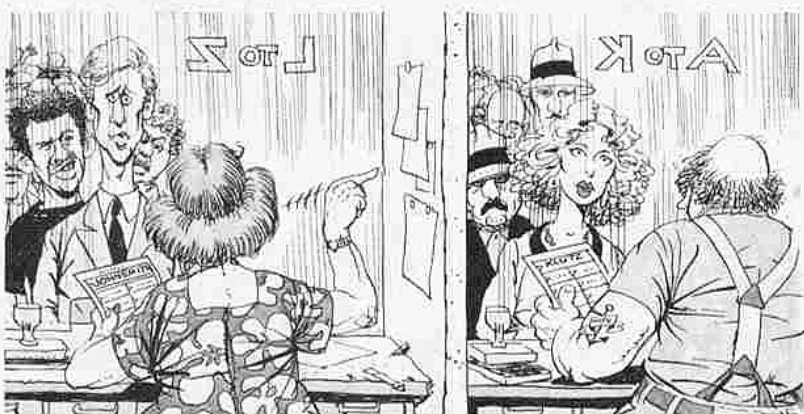
...why can't they find someone to write a computer instruction manual who knows how to put together a simple sentence?



...why do they invariably select the phone numbers of the elderly, the unmarried and the childless to receive their annoying calls about diaper service?



...how do they figure that your bank balance could have dropped from \$1,854 to \$18.54 during a month you didn't make any withdrawals?



...why do they insist that "JOHNSMITH" is all one word, and must be alphabetized under "J" until its poor owner gets around to acquiring a first name?



...why do companies that install them immediately have to hire lots of extra employees just to correct computer errors?



# MAD'S GUIDE TO COMPUTER LANGUAGE

ARTIST: JACK DAVIS

WRITER: CHARLIE KADAU

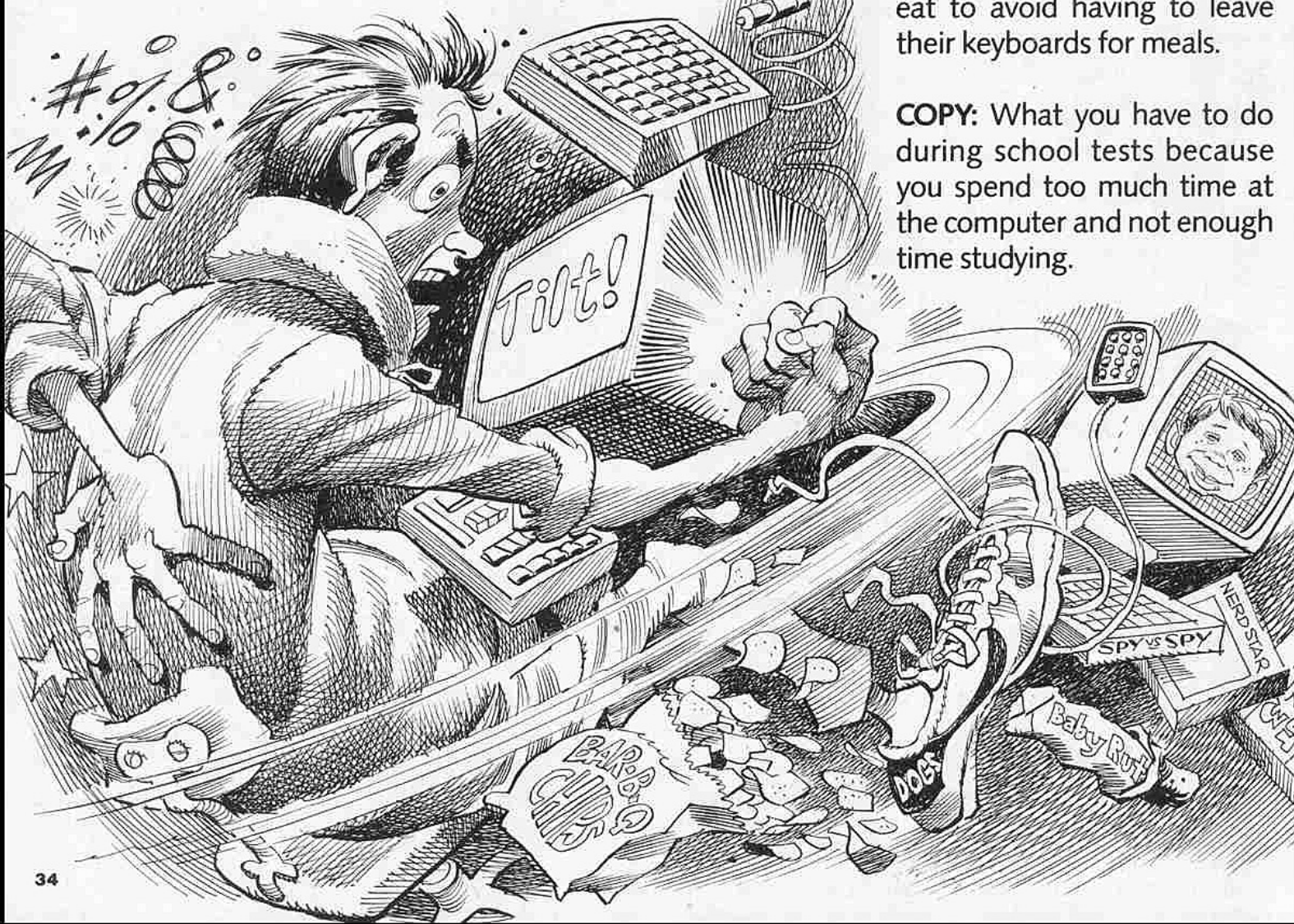
**BIT:** A word used to describe computers, as in "Our son's computer cost quite a bit."

**BOOT:** What your friends give you because you spend too much time bragging about your computer skills.

**BUG:** What your eyes do after you stare at the tiny green computer screen for more than 15 minutes. Also: what computer magazine companies do to you after they get your name on their mailing list.

**CHIPS:** The fattening, non-nutritional food computer users eat to avoid having to leave their keyboards for meals.

**COPY:** What you have to do during school tests because you spend too much time at the computer and not enough time studying.



**CURSOR:** What you turn into when you can't get your computer to perform, as in "You \$#\$%&@% computer!"

**DISK:** What goes out in your back after bending over a computer keyboard for seven hours at a clip.

**DUMP:** The place all your former hobbies wind up soon after you install your computer.

**ERROR:** What you made the first time you walked into a computer showroom to "just look."

**EXPANSION UNIT:** The new room you have to build on to your home to house your computer and all its peripherals.

**FILE:** What your secretary can now do to her nails six and a half hours a day, now that the computer does her day's work in 30 minutes.

**FLOPPY:** The condition of a constant computer user's stomach due to lack of exercise and a steady diet of junk food. (see "Chips").

**HARDWARE:** Tools, such as lawnmowers, rakes and other heavy equipment you haven't laid a finger on since getting your computer.

**IBM:** The kind of missile your family members and friends would like to drop on your computer so you'll pay attention to them again.

**MENU:** What you'll never see again after buying a computer because you'll be too poor to eat in a restaurant.

**MONITOR:** Often thought to be a word associated with computers, this word actually refers to those obnoxious kids who always want to see your hall pass at school.

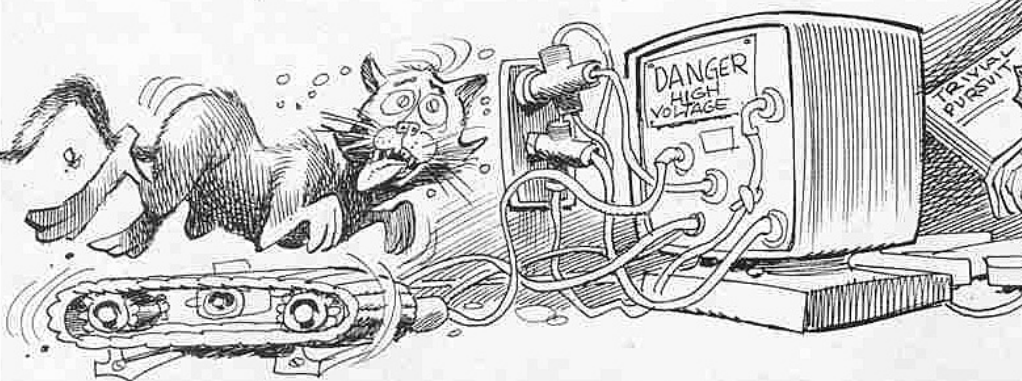
**PROGRAMS:** Those things you used to look at on your television before you hooked your computer up to it.

**RAM:** What you do to the side of your computer when it's not working properly.

**RETURN:** What lots of people do with their computers after only a week and a half.

**TERMINAL:** A place where you can find buses, trains and really good deals on hot computers.

**WINDOW:** What you heave the computer out of after you accidentally erase a program that took you three days to set up.





# THE MAD COMP

ARTIST AND WRITER: SERGIO ARAGONES

## HERE'S A GREAT WAY TO WASTE TIME, ENERGY PROGRAM BELOW AND CREATE YOUR OWN MAD

**APPLE USERS NOTE:** After you finish entering the program, be sure to "save it" before calling for a printout or you're screwed! You can try this program on a MAC—but it won't work!

### APPLE



```

10 HOME
20 SIZE=1.2:XC=140:YC=90
30 HGR2:HCOLOR=3:HPLLOT 0,0:CALL -3082:HCOLOR=0
40 READ X,Y,X1,Y1
50 IF X=999 THEN 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 HPLLOT FX,FY TO LX,LY:HPLLOT FX+1,FY TO LX+1,LY
90 GOTO 40
100 POKE 50,63
110 FOR BASE=0 TO 3:LOWBASE=1618+BASE*128
120 FOR LOC=LOWBASE TO LOWBASE+36:POKE LOC,32:NEXT LOC
130 NEXT BASE
140 VTAB (23):HTAB (14):PRINT"WHAT, ME WORRY?";
150 FOR BASE=0 TO 3:LOWBASE=1616+BASE*128
160 FOR LOC=LOWBASE TO LOWBASE+40:POKE LOC+1024,PEEK(LOC):NEXT LOC
170 NEXT BASE
180 POKE 49235,0:CALL -756
190 HOME:TEXT:VTAB (11):HTAB(3):PRINT"COPYRIGHT 1985 E.C.
200 CALL -756:HOME:POKE 50,255 PUBLICATIONS";
210 END
  
```

**You're not finished yet! Go to line 500 on page 38!**

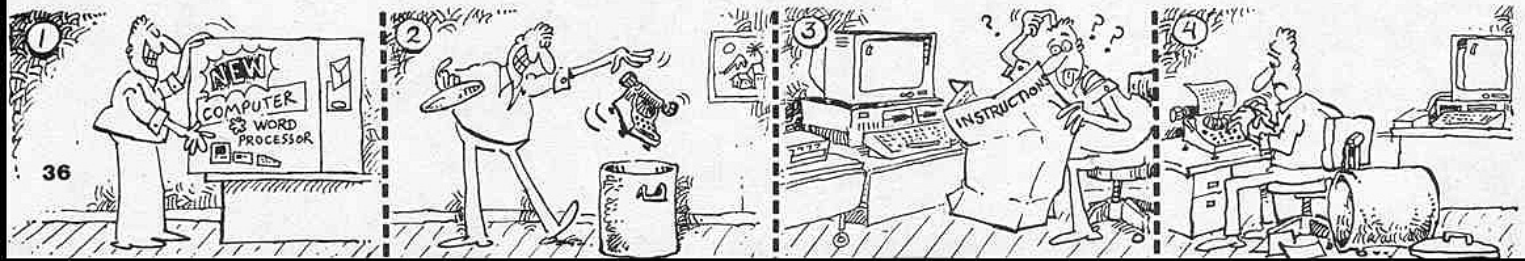
### ATARI

**ATARI USERS NOTE:** There is no Atari users note!

```

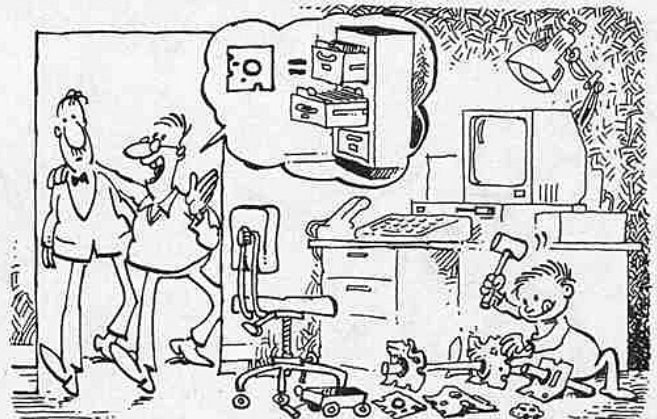
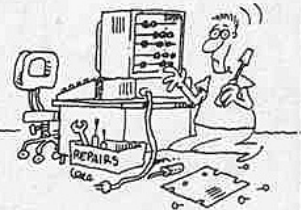
10 SIZE=1.2:XC=155:YC=90
20 GRAPHICS 8:POKE 709,0:POKE 710,94:POKE 712,94:POKE 752,1
30 COLOR 1
40 READ X,Y,X1,Y1
50 IF X=999 THEN GOTO 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 PLOT FX,FY:DRAWTO LX,LY:PLOT FX+1,FY:DRAWTO LX+1,LY
90 GOTO 40
100 POKE 656,2:POKE 657,12:PRINT"WHAT, ME WORRY?";
110 POKE 764,255
120 IF PEEK(764)=255 THEN GOTO 120
130 GRAPHICS 0:POKE 752,1:POSITION 3,12
140 PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
150 POKE 764,255
160 IF PEEK(764)=255 THEN GOTO 160
170 GRAPHICS 0
180 END
  
```

**OK, rotate your eyeballs and go to line 500 on page 38!**



DESIGNED AND PROGRAMMED BY LAURETTA JONES AND TOMA

# COMMODORE





**IBM USERS NOTE:** You have to spring for a "color card" for your unit or this program will not work correctly!  
**Tough nuts!**

# IBM

```

10 SIZE=1.2:XC=150:YC=110
20 KEY OFF:SCREEN 1:CLS:COLOR 7,0
30 READ X,Y,X1,Y1
40 IF X=999 THEN GOTO 90
50 FX=X*SIZE+XC:FY=199-(Y+YC)
60 LX=X1*SIZE+XC:LY=199-(Y1+YC)
70 LINE (FX,FY)-(LX,LY),2:LINE (FX+1,FY)-(LX+1,LY),2
80 GOTO 30
90 LOCATE 24,13:PRINT"WHAT, ME WORRY?";
100 A$=INKEY$:IF A$="" THEN 100
110 SCREEN 0:WIDTH 80
120 LOCATE 12,23:PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
130 A$=INKEY$:IF A$="" THEN 130
140 CLS
150 END

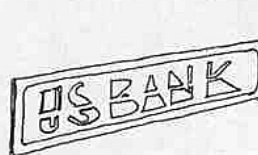
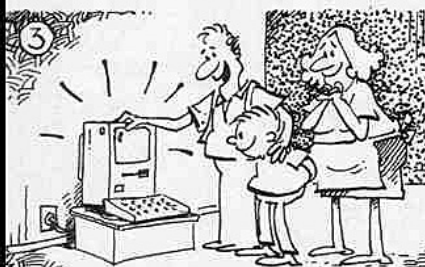
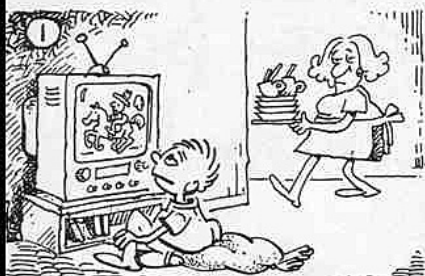
```

**You're doing great—for a second-rate hacker! Now go to line 500 and continue entering!**

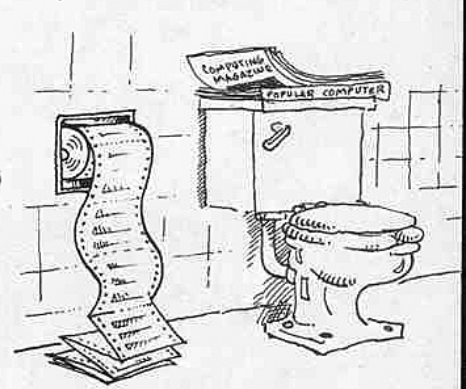
```

500 DATA -27,-11,-23,-6,-28,-13,-22,-6,-20,-5,-12,-5,-27,-14,-26,-13
510 DATA -38,-29,-42,-28,-40,-28,-50,-16,-8,13,0,13,-29,4,-29,9
520 DATA -50,-17,-41,-28,-49,-17,-50,-8,-8,12,0,12,-28,5,-28,13
530 DATA -50,-15,-49,-10,40,-26,42,-17,-4,9,-21,14,5,48,2,44
540 DATA -53,-39,-45,-48,-55,-23,-55,-28,-61,-23,-58,-22,-42,-39,-43,-39
550 DATA 36,-52,36,-55,-37,-48,-32,-56,-32,-56,-26,-60,9,-74,33,-55
560 DATA 6,-12,12,-11,14,-8,24,-11,6,-13,10,-11,20,-9,10,-8
570 DATA -23,-15,-24,-19,-26,-18,-22,-15,-25,-18,-22,-19,-23,-18,-21,-16
580 DATA -49,2,-43,10,38,-11,43,-15,7,14,7,9,-9,13,-6,8
590 DATA -5,-33,-4,-33,-6,-36,-6,-36,-5,-32,-5,-32,-7,-29,-7,-29
600 DATA -39,-32,-38,-41,-62,-25,-54,-39,-50,-29,-50,-35,-54,-33,-57,-24
610 DATA -38,-34,-39,-39,-51,-19,-60,-22,-57,-25,-50,-24,-48,-25,-46,-38
620 DATA -42,-24,-42,-19,41,-26,43,-14,-3,7,-19,14,8,48,4,42
630 DATA 27,-38,31,-47,-29,-42,-16,-37,-11,-51,10,-48,26,-38,24,-47
640 DATA -4,-73,14,-71,-3,-74,5,-74,5,-73,12,-72,8,-72,35,-57
650 DATA -2,-48,5,-54,-15,-36,-20,-42,17,-34,32,-45,-6,-53,6,-48
660 DATA 40,-51,38,-43,39,-45,38,-50,38,-46,37,-53,37,-47,37,-46
670 DATA 15,-25,18,-24,23,-18,23,-20,12,-19,19,-18
680 DATA 8,-50,20,-49,-12,-53,-3,-62,-5,-49,14,-49,4,-62,16,-53
690 DATA -41,-19,-41,-27,44,-14,43,-20,-22,13,-22,14,8,46,2,42
700 DATA -40,-23,-39,-28,42,-26,50,-19,-23,14,-24,5,3,41,2,48
710 DATA -51,-42,-39,-49,-47,-26,-49,-36,-53,-18,-59,-21,-45,-28,-53,-23
720 DATA -40,-19,-37,-7,50,-18,50,-13,-25,5,-26,14,1,41,9,40
730 DATA -22,-9,-19,-6,-21,-9,-18,-6,-21,-6,-11,-9,-19,-8,-16,-8
740 DATA -57,-26,-57,-28,-37,-41,-37,-37,-59,-31,-50,-40,-39,-36,-36,-40
750 DATA -5,-28,-6,-30,-6,-28,-7,-30,6,-28,5,-30,6,-29,6,-31
760 DATA 6,-37,9,-36,-12,-38,-2,-39,-6,-33,-2,-35,-13,-35,-8,-39
770 DATA -20,-18,-17,-17,-14,-18,-15,-17,-17,-18,-16,-18,-20,-17,-14,-17
780 DATA -39,-17,-35,-6,51,-14,48,-12,-24,8,-23,13,1,40,12,39
790 DATA -36,-6,-36,-1,41,-14,40,-9,-23,8,-24,11,14,39,19,40
800 DATA -26,34,-32,37,-32,37,-29,32,-29,32,-30,36,-29,32,-39,34
810 DATA -35,-5,-35,-1,40,-13,41,-12,-26,7,-27,14,21,39,11,38
820 DATA -61,-29,-56,-37,-47,-35,-42,-36,-49,-39,-45,-42,-61,-24,-59,-35
830 DATA 60,-24,55,-20,60,-23,61,-32,61,-29,61,-24,60,-29,59,-33
840 DATA 17,-53,5,-62,6,-48,17,-50,8,-48,2,-54,-28,-41,-18,-48
850 DATA -14,-52,-4,-62,-5,-51,9,-51,-27,-43,-28,-47,-5,-62,8,-59
860 DATA -46,14,-42,18,-45,25,-45,15,-42,18,-42,11,-43,11,-51,0
870 DATA 15,-19,18,-16,14,-16,18,-19,7,-18,8,-16,8,-17,11,-16
880 DATA 39,-42,38,-37,39,-40,40,-32,41,-33,40,-39,39,-34,39,-36
890 DATA 42,-40,43,-42,44,-42,45,-32,46,-36,45,-41,42,-38,43,-41
900 DATA 48,-11,47,7,41,-14,40,-9,15,37,15,36,17,36,19,36
910 DATA -49,-28,-48,-37,-61,-32,-62,-27,-55,-35,-43,-49,-46,-34,-42,-35
920 DATA -14,-65,-6,-71,14,-68,32,-57,18,-65,20,-63,14,-70,23,-65
930 DATA 31,-41,32,-43,3,-42,4,-43,-22,-43,-23,-42,-9,-52,-9,-52
940 DATA 30,-40,29,-45,14,-50,21,-48,-27,-46,-25,-46,-26,-47,-27,-47
950 DATA -10,-10,-11,-15,-9,-11,-10,-15,-10,-13,-8,-13,-11,-11,-8,-12
960 DATA 21,-38,29,-44,-7,-48,-3,-48,-27,-45,-21,-47,-12,-55,-6,-61
970 DATA 48,6,49,-11,39,-10,41,-5,18,35,22,35,19,34,23,34
980 DATA 51,-3,45,8,40,-5,38,-11,23,35,43,17,45,17,27,33
990 DATA 46,-40,46,-36,43,-38,43,-39,46,-30,52,-33,47,-30,52,-32
1000 DATA 57,-32,57,-27,44,-25,49,-21
1010 DATA 7,-13,9,-8,10,-8,8,-12,23,-9,12,-7,11,-9,24,-10
1020 DATA 57,-25,53,-24,52,-25,56,-24,56,-32,55,-26,56,-27,56,-29,52,-24,57,-26

```



1030 DATA -13,-13,-26,-17,-12,-16,-10,-18,-15,-14,-11,-18,-21,-14,-17,-14  
 1040 DATA 18,-20,21,-17,12,-16,16,-19,8,-20,10,-19,13,-23,19,-23  
 1050 DATA -22,-22,-13,-21,-16,-22,-21,-23,-21,-19,-23,-20,-21,-18,-21  
 1060 DATA 47,4,49,-3,41,-4,37,2,46,16,41,16,47,9  
 1070 DATA 37,4,41,-2,-49,-9,-48,-4,43,11,45,9,-2,11,1,11  
 1080 DATA -47,-4,-48,-9,-48,-3,-49,-1,2,11,8,8,4,11,9,9  
 1090 DATA 46,-32,48,-28,49,-38,49,-35,50,-37,51,-25,51,-37,52,-30  
 1100 DATA -56,-23,-57,-29,-60,-24,-60,-33,-54,-23,-46,-29,-46,-40,-44,-42  
 1110 DATA -44,-34,-45,-38,-44,-37,-42,-37,-44,-38,-42,-38,-48,-46,-42,-49  
 1120 DATA 21,-16,10,-18,22,-17,19,-25,20,-24,22,-19,10,-23,18,-25  
 1130 DATA -41,33,-35,34,-41,32,-38,32,-38,31,-42,31,-42,32,-45,30  
 1140 DATA -3,-36,-12,-37,7,-35,7,-35,-3,-37,-8,-36,-8,-38,-4,-38  
 1150 DATA 8,-18,9,-16  
 1160 DATA -35,-45,-29,-58,-36,-46,-35,-53,-38,-48,-26,-57,-35,-48,-30,-58  
 1170 DATA -34,-52,-25,-59,-32,-55,-25,-60,-34,-49,-14,-68,-36,-51,-22,-61  
 1180 DATA -49,-3,-46,5,10,9,4,15,3,15,6,10,6,11,6,14  
 1190 DATA 47,-22,52,-21,48,-21,56,-20,55,-21,48,-21,56,-20,59,-22  
 1200 DATA 24,-64,32,-60,30,-59,34,-57,33,-59,35,-52,35,-56,36,-49  
 1210 DATA 61,-32,42,-51,43,-51,51,-41,50,-41,45,-46,58,-37,54,-41  
 1220 DATA -39,30,-45,23,-38,30,-46,21,-46,24,-47,11,-46,12,-42,27  
 1230 DATA 7,-29,6,-31,13,-35,13,-35,4,-37,8,-35,5,-36,8,-37  
 1240 DATA -16,-49,-8,-50,9,-53,9,-49,20,-37,29,-39,-17,-39,-24,-41  
 1250 DATA 21,-36,32,-44,-2,-62,5,-61,9,-58,16,-53,-26,-44,-22,-46  
 1260 DATA -51,1,-43,12,7,14,15,13,13,11,17,8,20,10,27,4  
 1270 DATA -42,11,-49,2,8,13,19,12,19,11,10,12,22,9,27,5  
 1280 DATA -24,-56,-22,-59,-23,-58,-4,-74,-23,-56,-15,-67,-21,-57,-8,-72  
 1290 DATA -7,-73,-12,-69,-12,-68,-4,-71,-21,-58,-13,-68,-10,-71,8,-74  
 1300 DATA 12,-32,14,-35,13,-32,12,-37,14,-34,13,-37,11,-37,14,-36  
 1310 DATA -17,-6,-10,-8,-13,-9,-10,-6,-10,-7,-11,-6,-12,-6,-15,-6  
 1320 DATA 17,-35,21,-39,7,-62,14,-56,14,-51,-17,-48,4,-43,4,-47  
 1330 DATA -11,-12,-12,-14,-12,-13,-9,-15,-20,-16,-15,-16,-17,-16,-15,-16  
 1340 DATA -11,-22,-12,-24,-9,-22,-12,-23,-9,-20,-11,-24,-8,-20,-9,-23  
 1350 DATA -34,-2,-33,6,25,7,29,7,30,8,30,6,31,8,35,9  
 1360 DATA -33,3,-33,-1,33,8,36,8,36,7,36,2,35,4,35,7  
 1370 DATA -32,6,-31,11,-30,11,-29,4,3,48,-3,41,-5,41,2,48  
 1380 DATA -5,-59,-6,-62,12,-52,21,-47,-2,-54,-2,-53,-4,-60,3,-62  
 1390 DATA -44,-47,-41,-49,-54,-24,-56,-30,-36,-43,-37,-48,-47,-37,-49,-32  
 1400 DATA -40,-48,-45,-46,-38,-47,-35,-44,-58,-36,-51,-40,-58,-35,-48,-45  
 1410 DATA 24,-42,32,-42,-3,-61,-3,-61,-54,-19,-50,-18,-5,-72,9,-72  
 1420 DATA 10,-22,10,-22,19,-22,19,-22,13,-16,13,-16,9,-19,10,-20  
 1430 DATA -25,-42,-21,-41,2,-53,4,-54,29,-40,31,-46,26,-43,22,-48  
 1440 DATA 6,-10,18,-6,14,-6,21,-7,22,-8,6,-11  
 1450 DATA 1,-38,-14,-36,-13,-37,-11,-32,-14,-35,-12,-33  
 1460 DATA 55,-37,41,-51,46,-48,61,-33,41,-49,37,-48  
 1470 DATA -10,-21,-10,-24,-28,-14,-22,-7  
 1480 DATA -3,43,-26,35,-26,35,-5,41,-9,39,-20,36,-26,34,-26,37  
 1490 DATA -6,-58,1,-60,-24,-43,-21,-42,3,-45,3,-46,4,-52,4,-53  
 1500 DATA 72,73,72,63,71,74,70,78,71,62,70,58,69,57,65,53,70,78,65,83  
 1510 DATA 64,83,58,86,64,53,55,48,56,49,43,49,47,48,55,48,58,86,46,86  
 1520 DATA 42,84,46,85,44,50,39,52,42,50,39,51,41,85,40,55,39,86,33,86  
 1530 DATA 38,51,33,48,35,79,35,58,34,79,34,58,34,57,32,56,34,80,32,79  
 1540 DATA 32,85,30,83,31,83,31,80,30,82,30,79,31,55,29,55,33,49,23,49  
 1550 DATA 32,48,25,48,24,50,22,50,28,55,17,78,18,79,20,79,20,80,20,84  
 1560 DATA 21,51,18,48,19,50,17,48,16,48,14,48,17,49,14,49,19,85,11,86  
 1570 DATA 13,48,12,53,12,48,11,53,11,54,15,57,15,58,14,59,14,59,-1,59  
 1580 DATA 14,58,-2,58,10,85,7,83,6,84,1,86,0,86,-5,85,-6,84,-6,80,-7,83,-7,79  
 1590 DATA -5,79,-3,79,-2,78,-13,56,-14,56,-3,78,-2,59,-4,57,-4,56,-1,54  
 1600 DATA 0,55,1,55,1,54,1,50,0,50,-1,48,-2,48,-7,48,-2,49,-6,49,-6,48,-9,51  
 1610 DATA -7,48,-10,50,-11,49,-17,49,-12,48,-16,48,-17,48,-21,51,-18,48,-22,50  
 1620 DATA -15,55,-16,55,-17,56,-22,78,-21,79,-19,79,-19,80,-19,84,-23,49,-30,49  
 1630 DATA -24,48,-30,48,-31,48,-31,55,-32,54,-32,49,-30,55,-28,55  
 1640 DATA -20,85,-25,86,-26,85,-29,83,-28,55,-32,70,-28,55,-31,71  
 1650 DATA -28,83,-33,86,-34,86,-37,86,-32,70,-41,49,-38,85,-40,84  
 1660 DATA -40,83,-40,81,-41,83,-41,79,-40,80,-37,78,-37,78,-41,65  
 1670 DATA -42,65,-38,78,-43,64,-48,78,-47,79,-45,79,-45,80,-45,84  
 1680 DATA -46,85,-51,86,-42,49,-47,49,-42,48,-48,48,-48,48,-56,70  
 1690 DATA -48,49,-56,71,-56,71,-60,56,-52,85,-54,84,-55,83,-59,85  
 1700 DATA -60,86,-64,86,-59,55,-58,54,-57,54,-55,55,-55,54,-55,50  
 1710 DATA -56,50,-57,48,-57,49,-61,49,-58,48,-60,48,-61,48,-64,51  
 1720 DATA -62,48,-65,50,-65,85,-67,84,-67,83,-67,79,-68,83,-68,79,-66,79,-64,79  
 1730 DATA -63,78,-68,56,-69,55,-64,78,-66,49,-72,49,-68,48,-73,48  
 1740 DATA -69,55,-73,55,-73,55,-73,48,-74,49,-74,54  
 1750 DATA 61,71,61,65,60,73,60,63,59,73,59,72,60,65,58,60  
 1760 DATA 59,61,54,56,59,74,55,78,59,75,54,80,54,80,48,80  
 1770 DATA 46,79,55,79,54,56,48,56,47,57,46,57,47,78,46,78  
 1780 DATA 45,78,45,58,7,76,11,66,10,66,6,76,9,66,1,66,0,66,6,75  
 1790 DATA 999,0,0,0



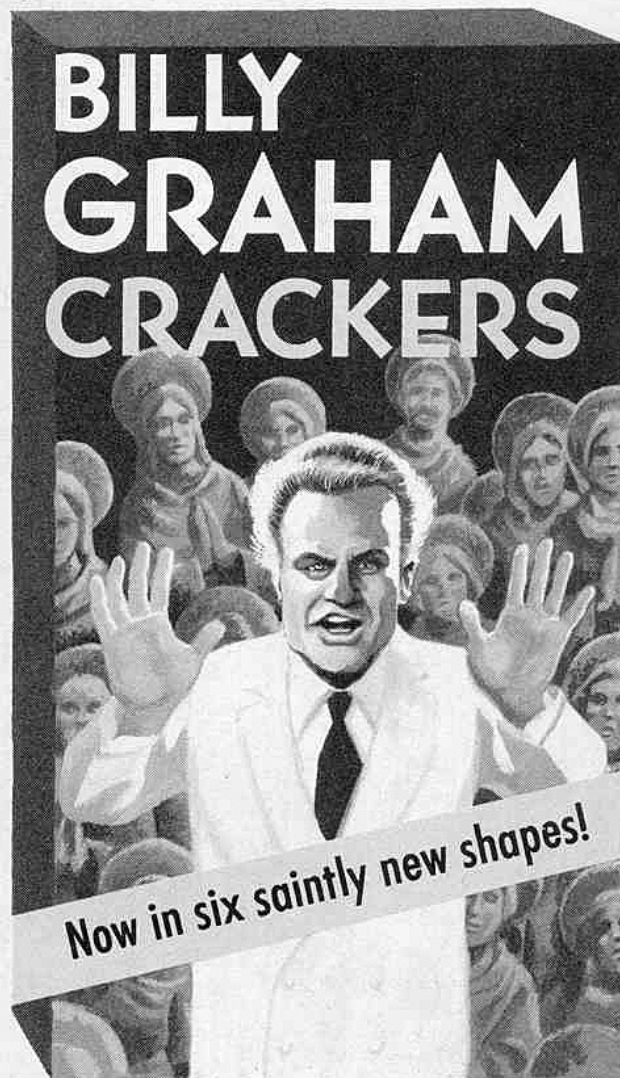
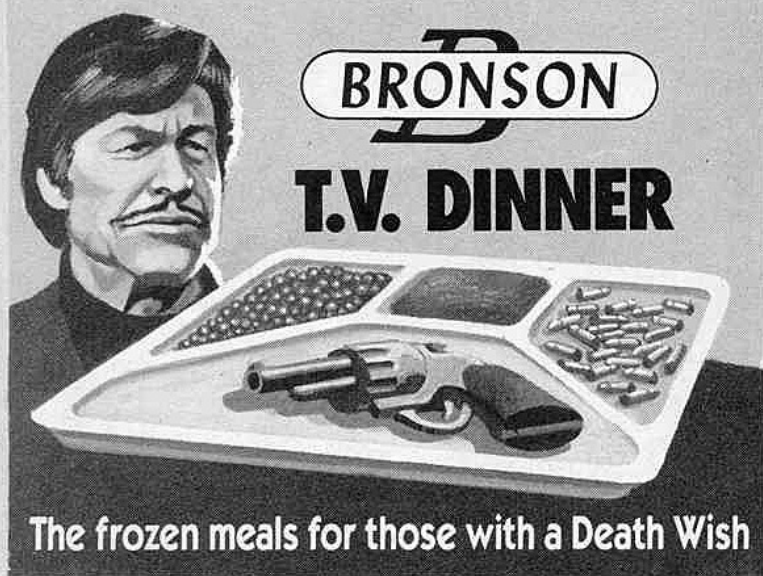
**SEND A PRINTOUT TO:**  
**MAD**  
**Hackers Department**  
**485 MADison Avenue**  
**New York, NY 10022**



Who would have ever thought that one day you'd be able to walk into a grocery store and find Paul Newman's face on a bottle of salad dressing or spaghetti sauce? We won-

der, can it be long before other famous personalities follow Paul's lead and introduce products of their own? In the future, will success in show business no longer be

# MAD'S CELEBRIT



measured by the number of hit movies, TV shows or records someone has, but rather by the number of products featuring their face and name on the labels? If your answer

to our last question is yes (or even maybe) then grab your cents-off coupons and look for a shopping cart with four wheels that work! You're ready to join us on a tour of

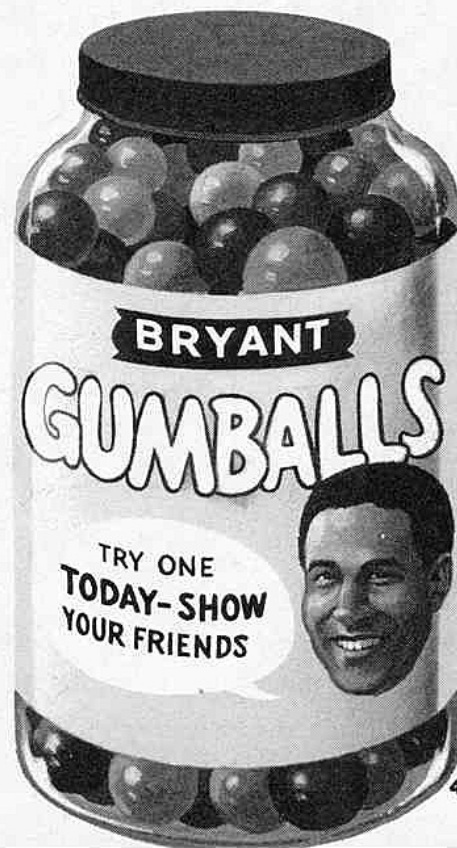
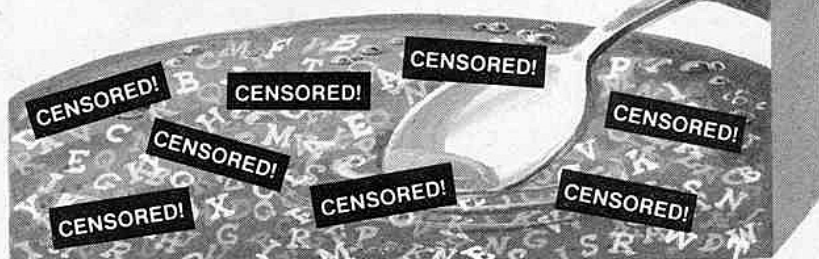
# Y SUPERMARKET

ARTIST: BOB CLARKE WRITERS: JOE RAIOLA & CHARLIE KADAU

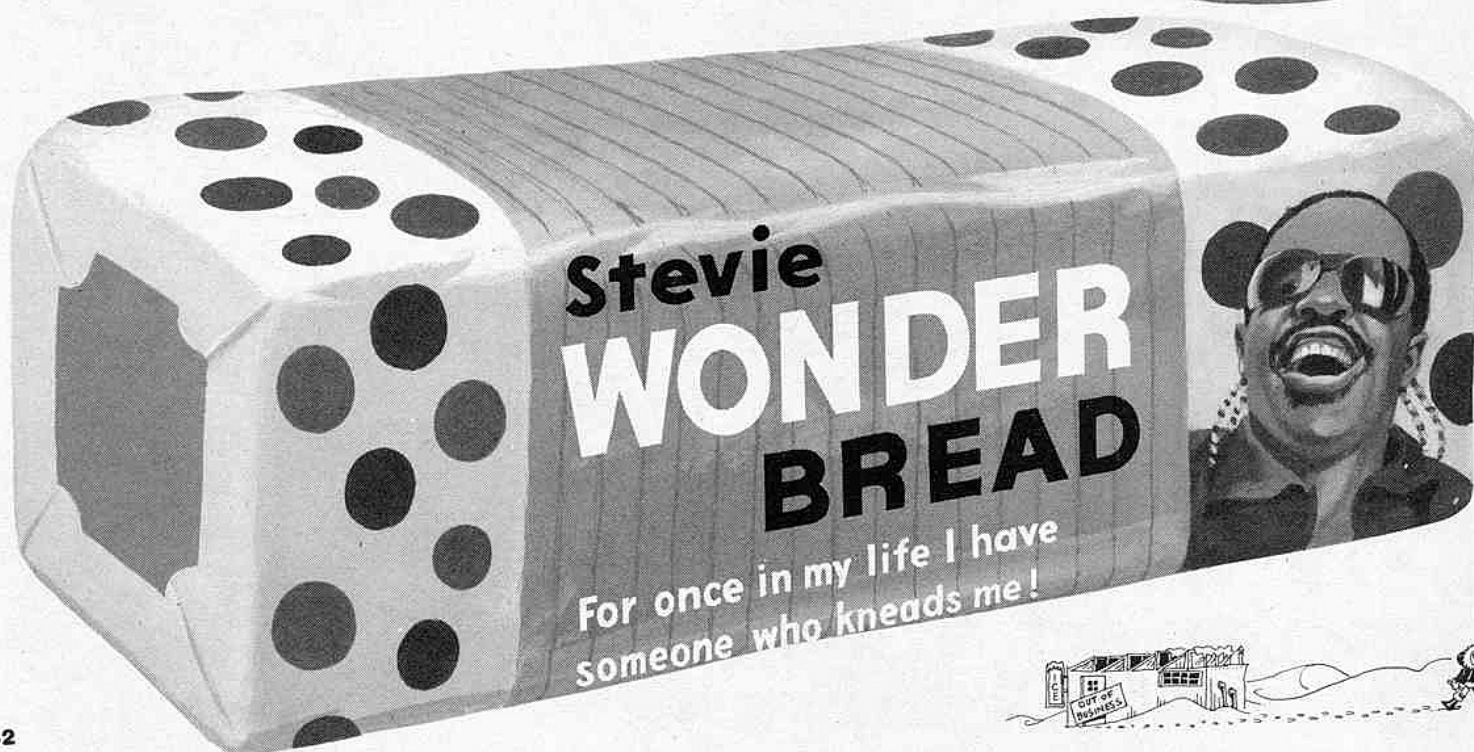
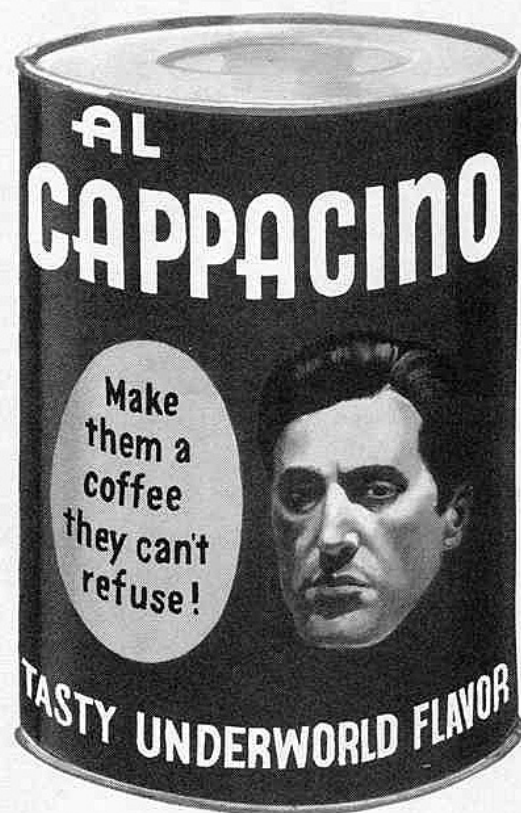


## ALPHABETTE MIDLER SOUP MIX

50 OFF-COLOR WORDS  
IN EVERY BOWL!









# GRINDING OUT THE SAME OLD SPIEL-BERG DEPT.

Take a bunch of klutzy kids, a deep dark cave, hidden treasure and a giant ogre and what have you got? Our Gang's "Mamma's Little Pirates"? Right? Wrong! You've got the 1980's rip-off...

Hi, I'm Mucus. Welcome to an old fashioned adventure. What makes it old fashioned? It's full of the blatant, insulting stereotypes they used to have in 1930's movies.

The crooks are Italian, the Hispanic Maid is stupid, the WASPs are rich and insensitive, the Jewish kid is fat and the Oriental kid—me—can't pronounce English properly.

What makes this long, tedious film a mystery? Is it because the audience doesn't know how it ends?

Right. They leave a half hour before it's over.

I'm a sexy sixteen year old tease. I'm in the film so there's something to appeal to every age group.

You're supposed to appeal to teenagers?

No. To dirty old men!

ARTIST:  
JACK DAVIS

WRITER:  
STAN HART



Did you notice there are no black kids in this film?

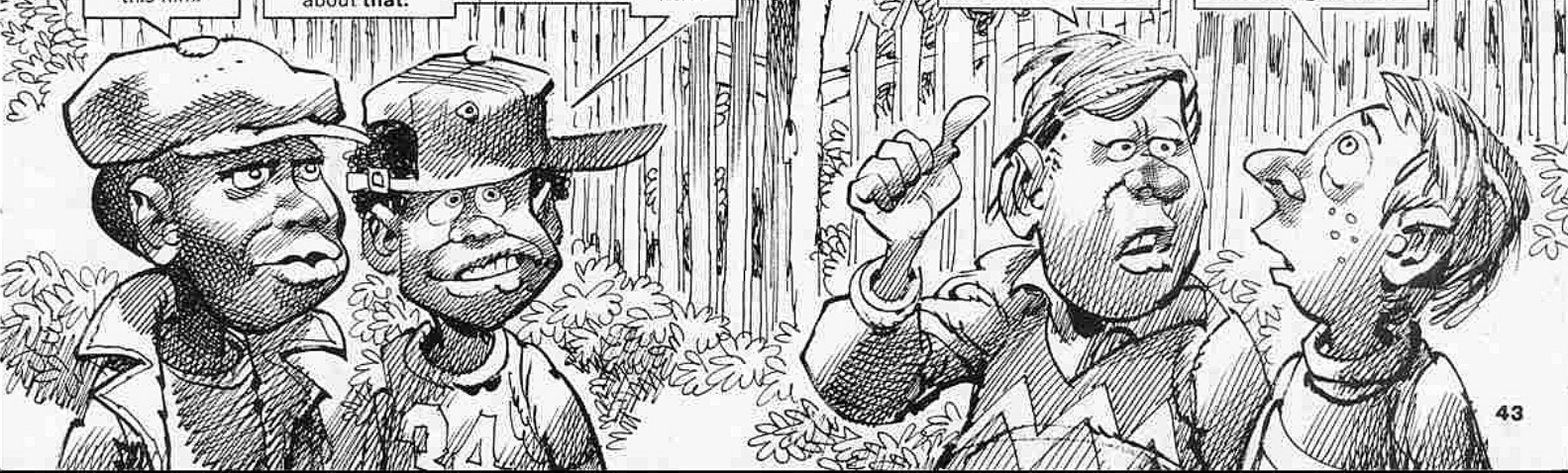
The NAACP wrote the producers about that.

They sent a protest note?

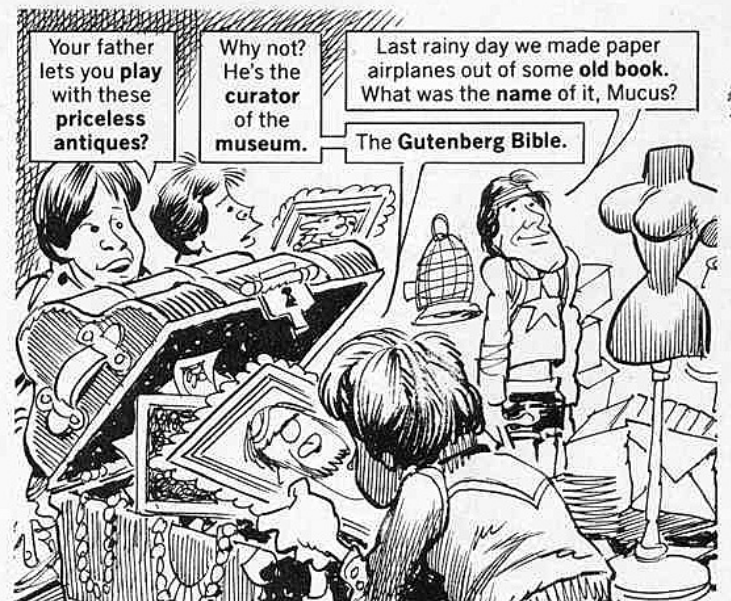
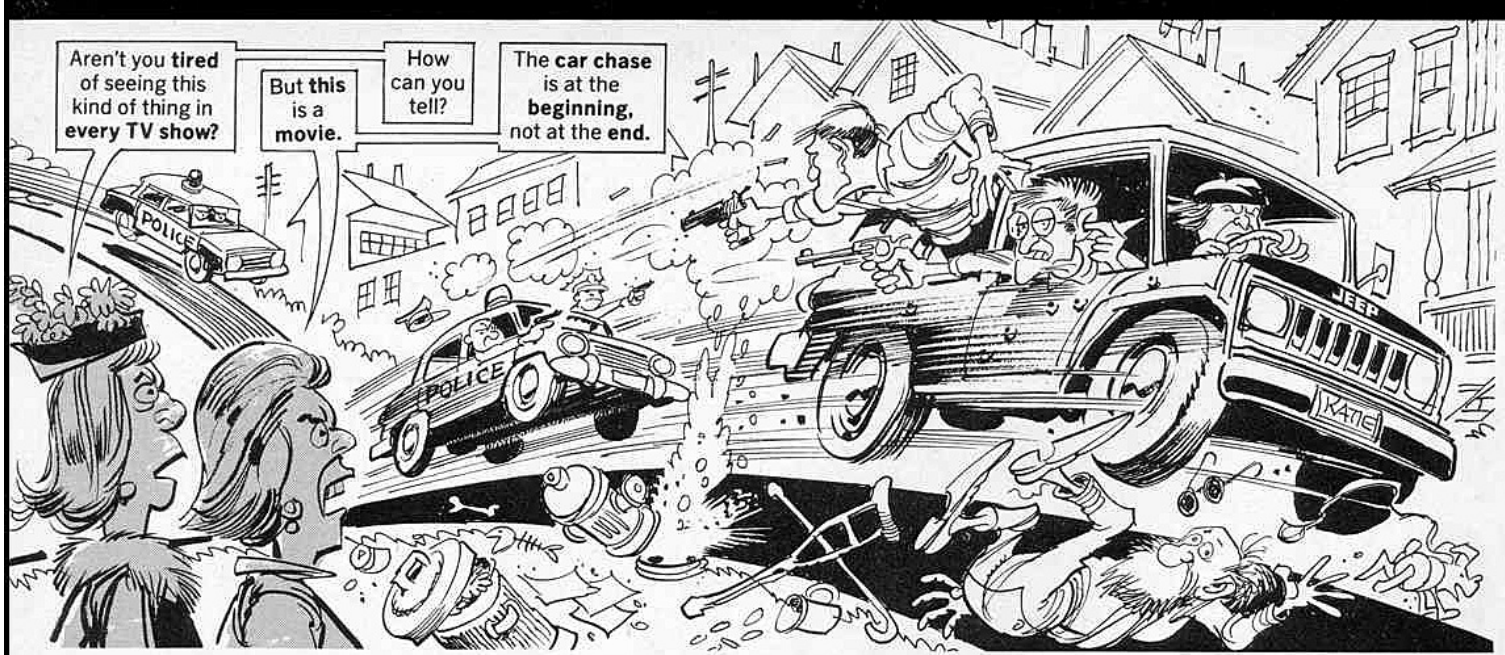
No, a "Thank You" note!

I can't believe this is the same Steven Spielberg who gave us "Jaws" and "E.T."

It must be the other Steven Spielberg who gave us "1941" and "The Twilight Zone".









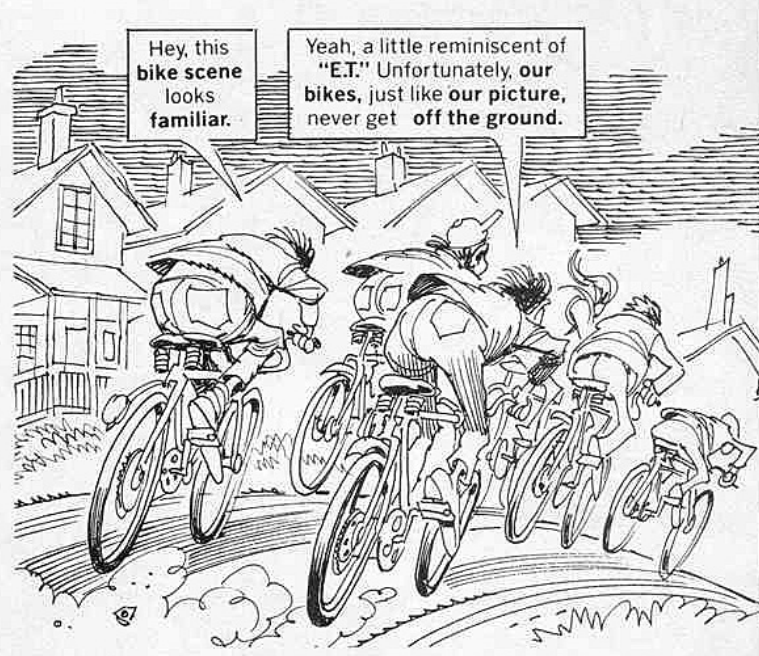


Hey, here's a treasure map!

It says you have to go down into a filthy, dark hole.

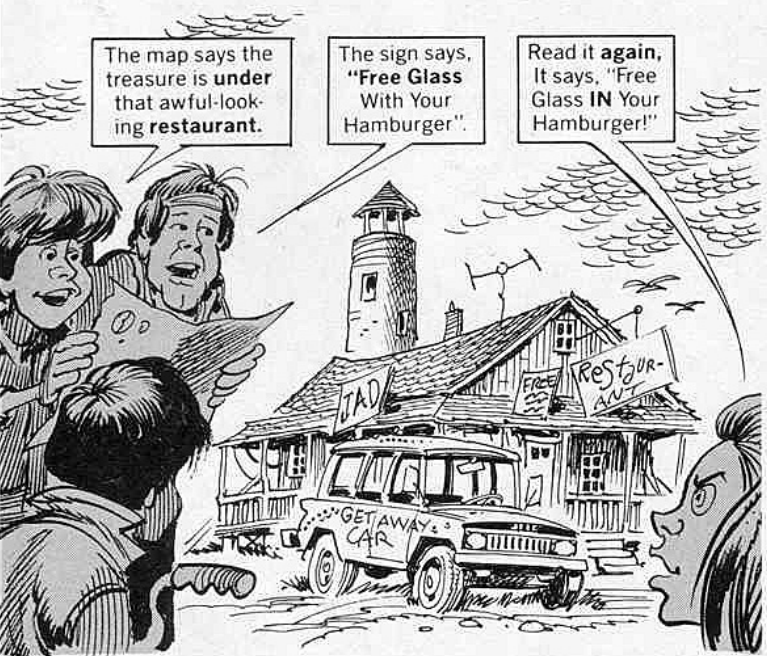
It also says there's **great danger** to anyone who goes into the disgusting dark hole.

That's no treasure map, you schmucks! It's a map of the New York City Subway System!



Hey, this bike scene looks familiar.

Yeah, a little reminiscent of "E.T." Unfortunately, our bikes, just like our picture, never get off the ground.



The map says the treasure is **under** that awful-looking restaurant.

The sign says, "Free Glass With Your Hamburger".

Read it again, It says, "Free Glass **IN** Your Hamburger!"



There's something in this water.

Nonsense! Nothing could live in that water!

What's the "Catch Of The Day?"

Let me check.



You'll know as soon as I know.

I think I'll have roast beef instead.

Oh yeah? How am I supposed to get a **cow** through this thing?!!



Hey, why can't I get in there?

For two reasons. First, those people are fugitives! You have to get the police. And second, this is a restricted fireplace.





It's creepy lying next to a cold, lifeless body. I got plenty of time for this after I get married!



Tell us where your friends are or else we'll put your hand into this blender. How would you like that?

If you added in an onion and some sour cream, it might make a tasty dip!

WHRRRRR!



My God! I've never seen anything so horrible!

Yeah, I hate "Hotel" too, but nothin' else is on!



The Pirates booby trapped the place over 400 years ago!

That's amazing!

That they were so clever?

No, that everything still works after being in a damp cave for four centuries!



Wow! He must be some big stud! Where is he?

You misunderstood. I said I saw two giant TENTacles, not... oh... never mind!



Where did these boulders come from?

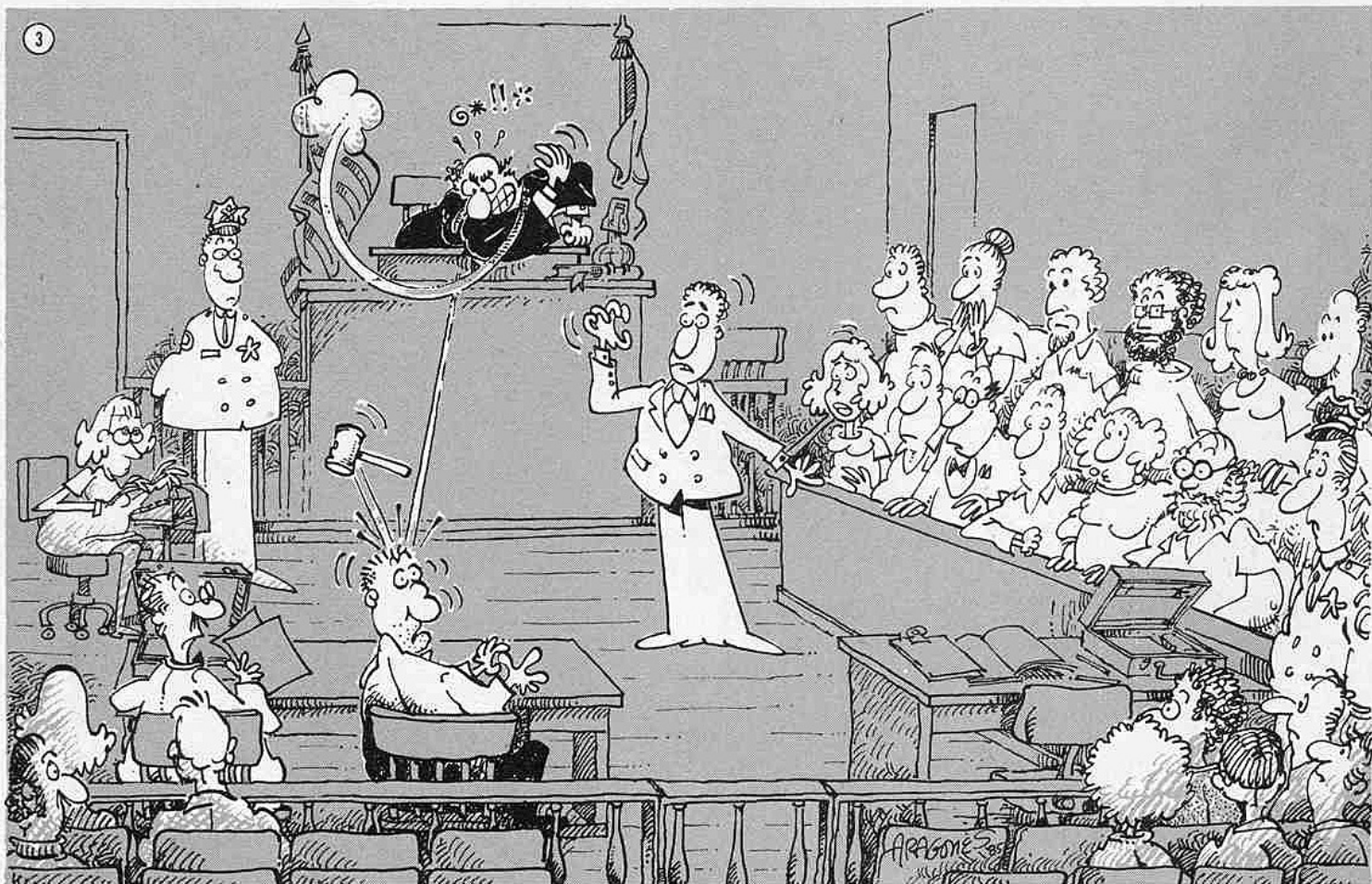
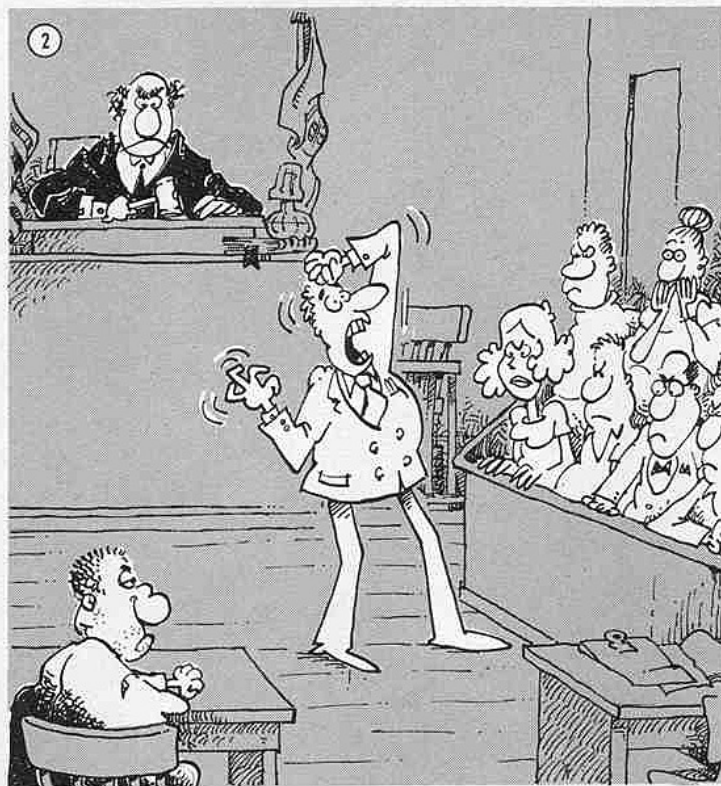
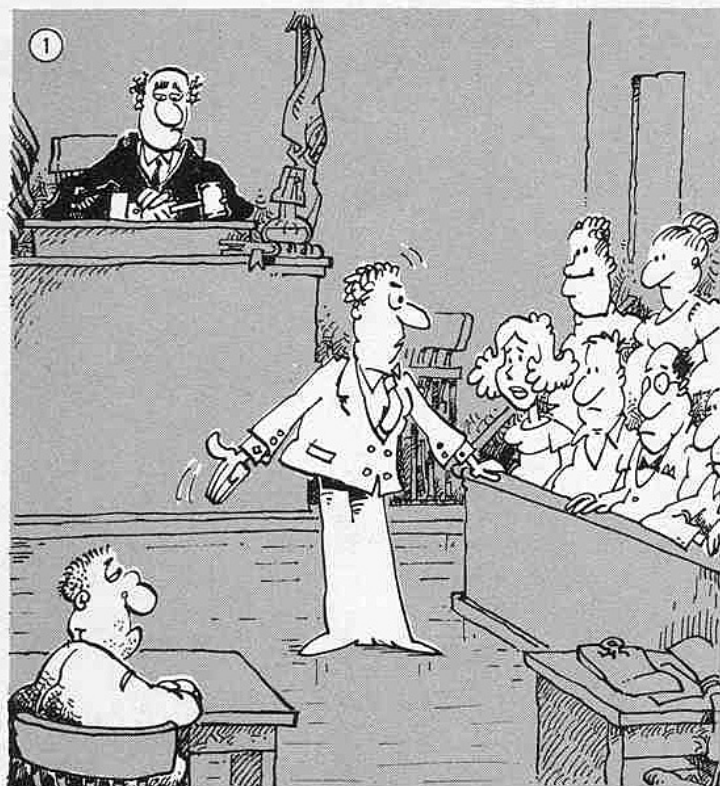
"Raiders Of The Lost Ark".







# JUSTICE ONCE





**WHICH GRUESOME  
TWOsome WAS  
RESPONSIBLE  
FOR THE PREMATURE  
PASSING OF THE  
DEARLY DEPARTED?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

A couple of partners in crime were responsible for the scene shown here. To find out who these perpetrators were, fold page in as shown in the diagram at the right.



**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



HERE IS A TALE THAT'S TRULY AMAZIN'  
BOOT HILL WAS FILLED BY SIX SHOOTERS BLAZIN'  
AND EVEN TODAY (IT AIN'T SO SURPRISIN')  
CRUEL WAYS OF KILLIN' THEY'RE ALWAYS DEVISIN'

ARTIST AND WRITER:  
AL JAFFEE

**A▶**

**◀B**



*WHAT'S THE BEEF?*

# THE WEINBURGER



ARTISTS: WILL ELDER & HARVEY KURTZMAN WRITER: AL JAFFE

**OVER 600 BILLION \$PENT**  
**we blew it all for you**